

AMERICAN ROOFER & SIDING CONTRACTOR



Photo-of-the-Month See Page 16

In This Issue:

June, 1955

Estimating Siding Jobs Accurately
California Roofing Convention

THE SIDING WITH THE
 MILLION DOLLAR SALES APPEAL
BRIXITE'S

Sculptured Ribbon **STONE**

Nothing else like it! Nothing else sells so fast! The 3-DIMENSIONAL DEPTH of Brixite's Sculptured Ribbonstone is NATURAL-looking . . . and it's a NATURAL to rack up fast sales for you! THIS is the hottest siding design in a decade . . . and the HOTTEST PROFIT-MAKER for YOU! Once you SEE it . . . you'll see why it sells . . . and Sells . . . and SELLS!

AVAILABLE IN: MARBLE WHITE and in JADE GREEN

**BRIXITE'S COMPLETE LINE
OF AMERICA'S MOST BEAUTIFUL SIDINGS**

RIBBON BRICKS

STANDARD BRICKS

RIBBON STONES

DEEP-GRAIN SHAKES

REGULAR SHAKES

ASK YOUR BRIXITE
JOBBER FOR SAMPLES OR WRITE TO

**BRIXITE MFG. CO., INC.,
SOUTH KEARNY, N.J.**

America's Finest Insulated Sidings. Built for Quality. Designed for Beauty.

ASK ABOUT



Baked ENAMEL ALUMINUM SIDING.

Split Shipments Can Be Arranged with Brixite Products

Write to: CONTINENTAL ALUMINUM CORP.

South Kearny, N. J.

MAKE LONG-LASTING, LOW-COST ROOF REPAIRS **FAST**



IMPERVITEX is an improved, economical, and rot-proofed roofing membrane that is laboratory tested and specially designed to form a perfect bond between itself and waterproofing materials. It is unexcelled for vertical surfaces, water tanks, subway work, and easily conforms to the shape of the surface being waterproofed.

IMPERVITEX is impregnated under carefully controlled conditions by a special saturat-

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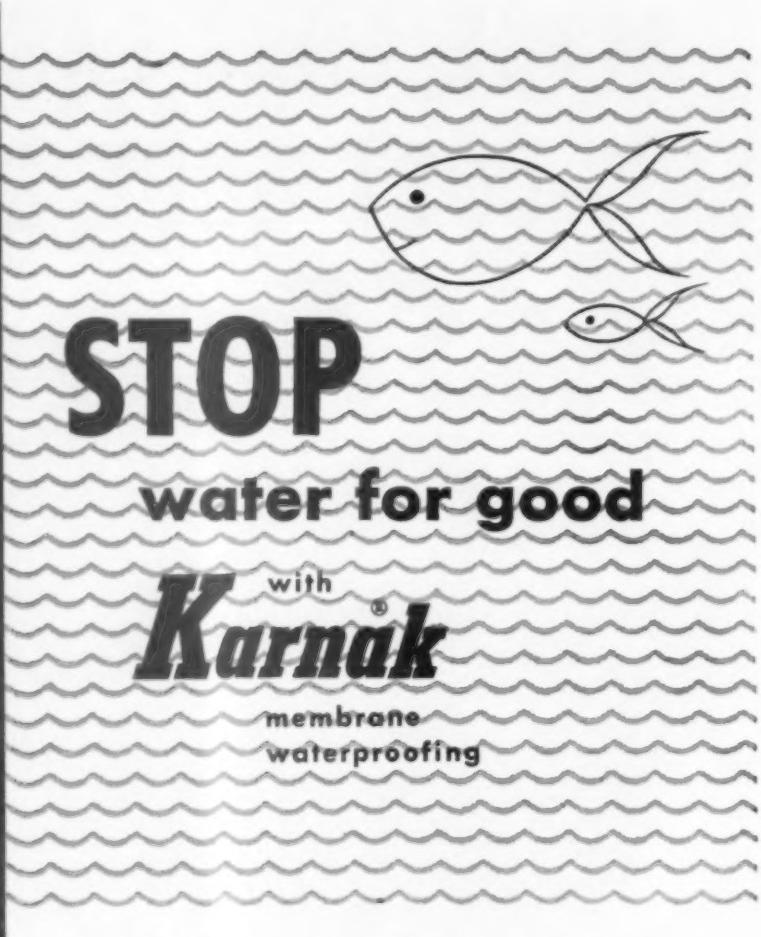
This means that your bonding agent forces up through the open mesh of the membrane where it is in position to join with the top coating.

IMPERVITEX meets ASTM Requirements D1327-54T.

Write today for quotation and sample

CHASE BAG COMPANY

Impervitex Department: 309 W. Jackson Blvd., Chicago 6
30 Branches and Sales Offices—Strategically Located



**Wherever there's a hydrostatic head or danger of water seepage
Karnak Membrane Waterproofing is the best protection you can get.**



Karnak membrane fabric is saturated so that it is non-sticking and unrolls easily... to the very end. There is no waste. It "works" faster, lays on wrinkle-free...saves labor cost on the job.

Open mesh, long-fiber-cotton cloth, saturated with specially prepared asphalt so as to leave the mesh open, is layered on the job with alternate mopings of highly refined, ductile asphalt. The open mesh allows the mopping asphalt to penetrate and interlock the layers. This provides a firm, mechanical bond that resists abrasions, settling and cracking thus maintaining water resistance through the life of the structure.

The layering of fabric and asphalt is the only method of waterproofing that insures proper thickness of asphalt throughout the application. For normal

application with hydrostatic head up to 15 feet, two plies of fabric are sufficient; hydrostatic head of 15 to 20 feet takes three plies; four plies are sufficient to waterproof any class of work regardless of hydrostatic head.

Whatever your waterproofing problem, Karnak will prove best. Bridges, buildings, tunnels, retaining walls, viaducts, swimming pools, all need and use Karnak. The Merchandising Mart, Chicago, Ill., used Karnak over twenty-five years ago...the Fairless Works of U.S. Steel used it last year. Specify Karnak on your next waterproofing job.



Karnak
manufactured by

Lewis Asphalt Engineering Corp., 30 Church St., New York 7, N.Y. Dept. 412





Keep Customers Satisfied with Beautiful new, woodgrain Flintkote **Kolordrift Siding**

...DURA-SHIELD finished, for lasting protection!

You are sure to make yourself some good friends . . . and some extra profits . . . when you apply durable, smart-looking KOLORDRIFT to your re-siding jobs.

When you see the deeply embossed, unusual woodgrain pattern . . . now available in a handsome green or brown . . . you'll appreciate its appeal to homeowners. They'll go for the water-repellent, stain-resistant Dura-Shield.

The fact that Flintkote KOLORDRIFT Asbestos-Cement Siding is built to outlast

any type of siding . . . that it won't rust, rot, burn or ever need painting to preserve it . . . will help clinch many a sale for you.

Already, the demand for KOLORDRIFT is tremendous. Soon it should be outselling any asbestos-cement siding . . . both for new construction and for remodeling. Better check on it today.

THE FLINTKOTE COMPANY,
Building Materials Division,
30 Rockefeller Plaza, New
York 20, N. Y.

*A trademark of The Flintkote Co.



FLINTKOTE *Style and Color Leader since 1901*

No Matter What The Product . . .

You NEED Up-To-Date Information

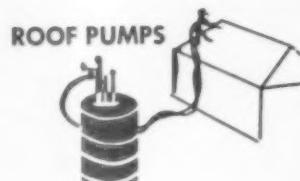
Get It HERE!



SHINGLES



SIDING



ROOF PUMPS

GUTTERS — DOWNSPOUTS



KETTLE



FELT LAYING MACHINES



ROOF SCRAPERS



Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive FREE the latest BOOKLETS, catalogues, information and details from the manufacturers. Do It NOW while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.

Check Numbers Wanted — Fill in Coupon — Tear Off and Mail

American Roofer & Siding Contractor
425 Fourth Avenue
New York 16, N. Y.

Send me facts on the items checked.

- 1. Aluminum Roofing
- 38. Aluminum Siding
- 91. Artificial Brick Siding
- 4. Asbestos Siding
- 7. Asphalt Siding
- 10. Brackets, Ladder
- 24. Bulk Haulage Tanks
- 71. Burn Preventatives
- 14. Caulking Compounds and Guns
- 19. Cold Process Roofing
- 35. Copper Flashing
- 17. Corner Strips
- 16. Cutters, Shingle & Siding
- 23. Drains Roof
- 25. Felt Laying Machines
- 64. Flashing Fabric
- 27. Gutters, Eaves Trough, Leaders & Downspouts

- 28. Hoists & Derricks
- 29. Hot Stuff
- 30. Insulation, Board
- 68. Insulating Siding
- 74. Insulation, Reflective
- 34. Kettles and Pumps
- 36. Knives, Roofing
- 37. Ladders
- 39. Louvers
- 40. Membrane Fabric
- 41. Mops and Yarns
- 42. Nails and Screws

- 67. Repellent, Bird
- 44. Roof Coatings
- 51. Roof Pumps
- 48. Scaffolding
- 49. Scrapers, Roof, Hand & Mechanical
- 53. Snow Guards
- 69. Sprayed Sidewall Resurfacers
- 59. Tools, Catalogs of
- 60. Underlayment for Roofing & Siding

Other Items _____

June, 1955

Name

Firm

I am a

... Contractor; ... Dist.; ... Mr.

Address

Godchaux Sugar, Inc. waterproofs and insulates two plants with UNIFLEX ALUMINUM ROOF COATING



Godchaux Sugar, Inc., Reserve, La. Residential roofs in this town are coated with aluminum because of its outstanding waterproofing and insulating qualities. Aluminum roof coating on Godchaux plants: Uniflex Aluminum Roof Coating supplied by The Alcoa Refining Company, Cleveland, Ohio.

Scorching southern sun and torrential rains are rough on roofs. That's why roofs at Godchaux Sugar's two Louisiana plants are coated with aluminum roof coating. The company finds that aluminum coating waterproofs roofs against the heavy Louisiana rains, reduces interior temperatures by reflecting solar heat.

Aluminum roof coatings like Uniflex can reduce interior temperatures as much as 15°, even in the blazing summer sun. This means better storage and working conditions, more economical operation of refrigeration and cooling systems.

One coat of a good aluminum roof coating can waterproof and protect any roof, from corrugated and galvanized to paper and composition. This means years of added life to any roof, new or old.

ALCOA does not make roof coatings, but we can refer you to reputable manufacturers who do. For more information on both types of aluminum roof coatings, write today for our new booklet, *Aluminum Asphalt Roof Coatings Make Time Stand Still*. You'll also want our booklet, *Painting With Aluminum*. It answers many of your industrial painting questions. Send for them. They're FREE. Use the coupon.



PIGMENTED WITH

ALCOA
ALUMINUM
ALUMINUM COMPANY OF AMERICA



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Paint Service Bureau, Aluminum Company of America
1794-F Alcoa Building, Mellon Square
Pittsburgh 19, Pennsylvania

Please send me your FREE booklets:

- Painting With Aluminum
 Aluminum Asphalt Roof Coatings Make Time Stand Still

I am interested in coating _____

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

GOOD JOBS Need GOOD TOOLS

ALUMINUM MOP HANDLES

Improved for
Cooler handling
Longer lasting



Light weight. Outlasts wood many times. Unbreakable, economical. Will not burn. 6', 7', 8' lengths.

PLUGGED to keep 'hot' from running up inside.

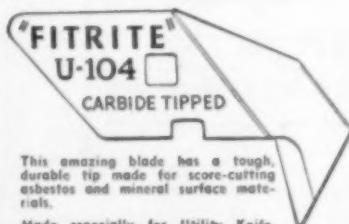
THRU-BOLTED to keep mop head securely on.

A HOLE IN THE CAP allowing heat that might arise to escape.

ROOF SCRAPERS



FOR FASTER, CLEANER SCORE-CUTTING



This amazing blade has a tough, durable tip made for score-cutting asbestos and mineral surface materials.

Made especially for Utility Knife. Can be used with other holders.

"FITRITE" 3-WAY CLAMP A Mechanic's Third Hand



Throat 3" deep
Jaws 3 1/2" x 3/8"

A necessary tool for every sheet metal man. Use it for on-the-job bending, forming, seaming, straightening. Price \$3.55

DAVID LEVOW 308 WEST 20ST
NEW YORK
TELEPHONE CHA 4-1241

Foremost

Manufacturer of Colorful

Asbestos Siding

Offers a Few Selected Siding Contractors

Private Label

Franchises in Truckloads and Carloads

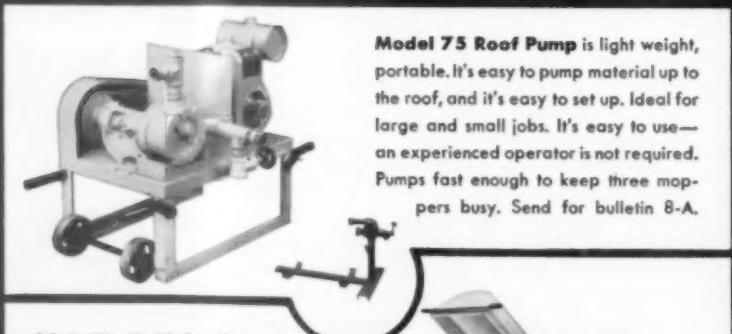
Please address your inquiries to:

BOX 388

AMERICAN ROOFER & SIDING CONTRACTOR

425 Fourth Avenue
New York 16, N. Y.

Littleford melts and pumps "hot stuff" faster than any other roofing combination



Model 75 Roof Pump is light weight, portable. It's easy to pump material up to the roof, and it's easy to set up. Ideal for large and small jobs. It's easy to use—an experienced operator is not required. Pumps fast enough to keep three roofers busy. Send for bulletin 8-A.



66-B "Kwik-Melter" simplifies and speeds up heating of tar, asphalt and pitch. Flue-type kettle gives better heat distribution, has removable flues and a burner that preheats inside of kettle. For complete information on the Littleford "Kwik-Melter", send for bulletin 8.

Put a ceiling on your roofing costs. Check the Littleford 75 Roof Pump, the 66-B "Kwik-Melter", and roofers' tools and accessories.



LITTLEFORD

LITTLEFORD BROS., INC.
430 E. Pearl St., Cincinnati 2, Ohio



Jack Kay (right) discusses with Jack S. Wagner, roofing applicator, details of new roof covered with Certain-teed Thick Butt Asphalt Shingles at his Connecticut Avenue Estates project, Wheaton, Md.

**"WE'VE USED CERTAIN-TEED SHINGLES
EXCLUSIVELY FOR 30 YEARS—
AND PLAN ON THEM FOR ALL OUR FUTURE PROJECTS"**

—Says Jack Kay,
Kay Construction Co., Wheaton, Md.



"Certain-teed Products have established a reputation for superior quality with us that goes back 30 years—through two generations of builders," Mr. Kay continues.

"During the past eight years we have built over 1200 houses. All were roofed by J. S. Wagner with Certain-teed asphalt shingles . . . as will be the case in all our future projects. Certain-teed's mineral granules don't wear off through abrasion the way those on inferior shingles do. And we are definitely

impressed with the wide assortment of colors, particularly the soft pastel shades. In Certain-teed Thick Butts we're getting a top-quality shingle at a realistic price."

Builder or roofer, that's what you'd like to be able to say about the shingles you apply. You will want more information about how Certain-teed Thick Butt Asphalt Shingles can increase your roofing business. Write the District Sales Office nearest you, or direct to Certain-teed Products Corporation, today.

Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain . . . Satisfaction Guaranteed



CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.
ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT ROOFING AND SIDING SHINGLES
GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS • FIREBLOCK BUILDING INSULATION
ROOF INSULATION • SOUND CUSHION



Carey
CERAMO
SIDING
is
washable!

**Another feature
that means
more sales!**

Ceramo is protected by a glazed ceramic surface similar to the enduring finish given fine china! And, like china, Ceramo resists stains, doesn't fade . . . never needs paint or preservatives . . . is 100% washable! Thus Ceramo costs less in the long run than ordinary sidings that can't match its rich, deep-tone and pastel colors, or its whiter-than-white. And remember—Ceramo colors are permanent! They're baked right into the ceramic surface! Get the lion's share of the quality siding business with Carey Ceramo! It's a bell-ringer for new homes and remodeling. Send today for your free copy of "Carey Dependable Products"—picture Ceramo and other sales-building Carey products in *full color!* Address Dept. ARS-4. Or, see A.I.A. Light Construction File No. 12.



Carey **COLORED CERAMO SIDING**

The Philip Carey Mfg. Company

Better products
for better building
since 1873

Lockland, Cincinnati 15, Ohio

In Canada: The Philip Carey Co., Ltd., Montreal 3, P. Q.

New Deep-Tone
and Pastel Colors
to use alone
or in combination!

Sherwood Green
Salem Red
Colonial Yellow
Congo Brown
Sage Green
Granite Gray
. . . and brilliant
Ceramo White!

Nailing It Down

THE Director of FHA Title I, Cyrus B. Sweet, recently assured a Lumberman's group in Fort Worth, Texas that FHA has set its own house very much in order. Among other things, Sweet pointed out:

"We have placed more than 1200 dealers and salesmen on our precautionary measures list since I came into the program last July. Effective measures to further police the operation of Title I have been instituted by administrative regulations, largely stemming from the safeguards written into the Housing Act of 1954."

* * *

Aluminum building product sales passed the half-billion-dollar mark in 1954 for the first time and 1955 should see sales climb to \$600,000,000 or better, Frank R. Nichols, President of Nichols Wire & Aluminum Co., Davenport, Iowa, and a recognized spokesman for the industry, stated recently.

A record-breaking fourth-quarter of 1954, indications of strong demand through the first half of 1955, and the rapid growth in sales of promising new products are among the major factors for "strong optimism", Nichols declared. He pointed out that plans for new construction are at a record level.

"The new year's problems may, however, be on the same spectacular scale as the year's sales," Nichols warned. "The growing demand for aluminum may even conflict with the government's stockpiling policy. Certain steel products already are scarce and a shortage in one metal inevitably creates greater demand for other metals."

Products that saw the greatest percentage rise in sales in 1954 will increase their rate of growth still more during 1955, Nichols said. In the 25-45 per cent growth group in 1954 were aluminum nails and aluminum building corners, and these will be joined by new designs of aluminum roofing, siding and complete structures during 1955, he added.

"Aircraft engineering concepts have been applied to aluminum roofing and siding to make these products far more desirable and far more useful," Nichols said.

- Devoted to
- ★ Roofing
- ★ Siding
- ★ Insulating
- ★ Waterproofing

AMERICAN ROOFER & SIDING CONTRACTOR

45th Year

Publishers of
Roofing, Siding & Building Specialties Manual

Vol. 45

JUNE, 1955

No. 6

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★ ★

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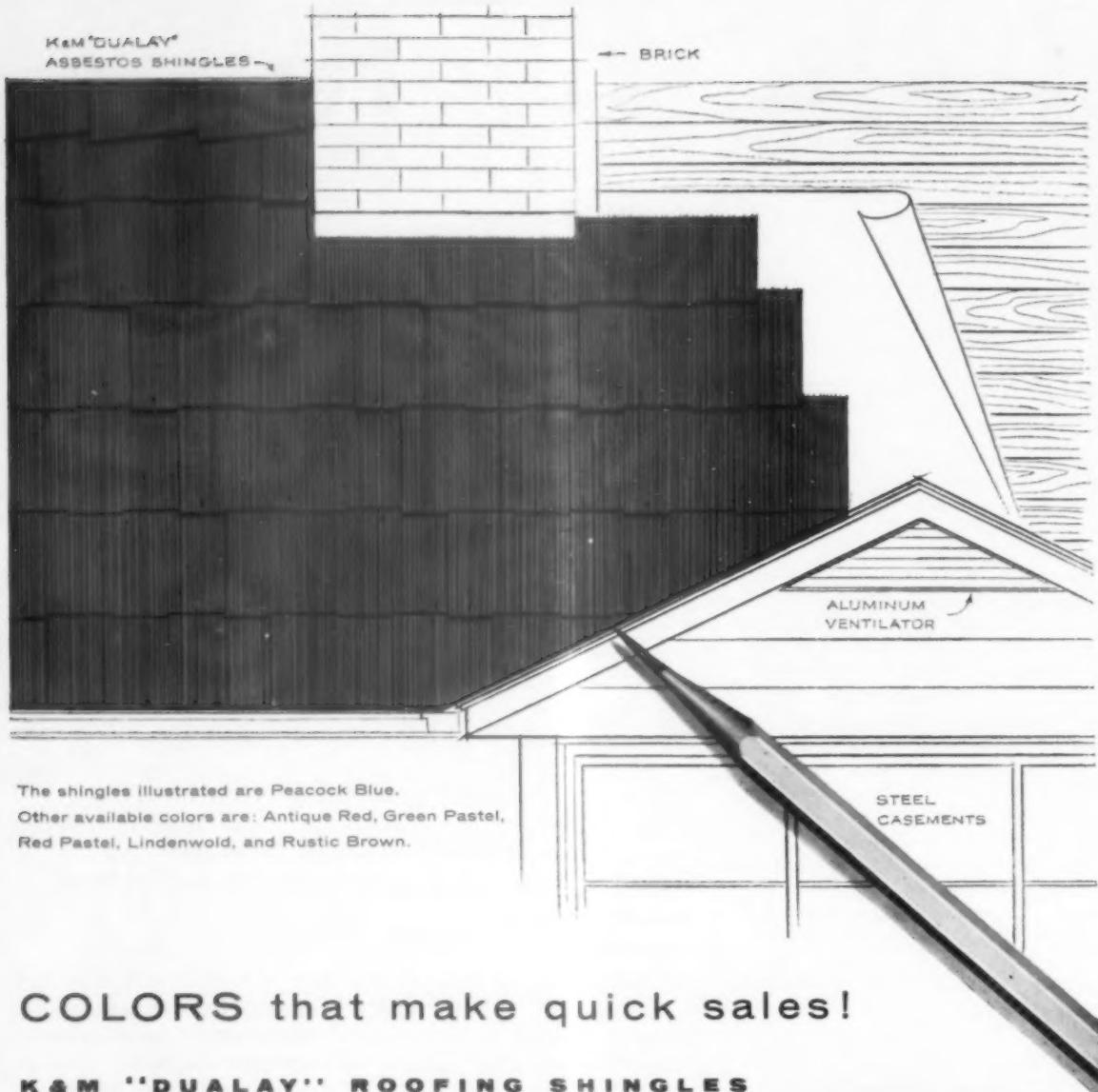
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Not responsible for the return of manuscripts or illustrations.

VOLUMES ARE ALSO AVAILABLE ON MICROFILM.



The shingles illustrated are Peacock Blue.
Other available colors are: Antique Red, Green Pastel,
Red Pastel, Lindenwold, and Rustic Brown.

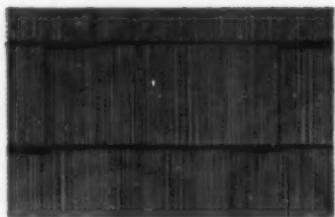
COLORS that make quick sales!

K & M "DUALAY" ROOFING SHINGLES

Show a prospect a home roofed with colorful *Dualay* shingles, and he's on your side right from the start. The sales magic of the six *Dualay* colors does the job, wins customers fast! What's more, there are many other solid sales features in these tremendously appealing shingles. *Remarkable durability*. Made of asbestos fiber and portland cement, K&M *Dualay* shingles offer lifetime roofing protection. They won't burn or rot; in fact, they become harder with age. And because they're "anchored" in place, they're especially wind-resistant.

Easy to apply. *Dualay* shingles are self-aligning. They're made to lay up like Dutch-Lap shingles, but the effect is similar to that obtained by the American method. And *Dualay* shingles are made so they can be laid up to give either a straight or a thatched butt.

Write today for literature giving complete details on these highly salable roofing shingles. Ask also about the modern appeal in design and color of the siding shingles that K&M makes. Information on both in Sweet's Light Construction File.



Can be laid up two ways—
with either straight butt or thatched.
Straight butt effect of *Dualay* shingles
is pictured here; thatched effect is shown
in upper illustration

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA



AMERICAN ROOFER & SIDING CONTRACTOR

June

1955

250 Cal. contractors tackle tough problems at convention

SOME 250 members of the California roofing, siding and insulation industry met at the Hacienda Motel in Fresno on May 5th, 6th and 7th for the Second Annual State Exhibit and Convention. Reports on the success of the State Association in helping to correct certain problems by securing legislation and efforts in helping in the FHA clean-up of certain business practices were given to the members. There were also panel sessions on equipment, on better business methods and better merchandising.

Members started arriving on the opening day to register and get settled for the sessions. That evening the exhibits were opened for visiting, following which there was an Open House in the rooms of manufacturers and suppliers to get everyone acquainted.

The next morning's feature was a panel discussion on "Equipment in Industry" with L. Elliott, Sr., of Elliott & Elliott Co., Oakland, as moderator. Members of the panel were Carroll C. Figge, Executive Director of the National Roofing Contractors Association; Fred N. Edwards, Wear-Ever Roof Co., Glendale; Les Cleasby of Cleasby-Witting Co., Inc.; and Deryl Yundt, Roofmaster Products Co.

General feeling was that great advances had been made over the past

By HAL JACKSON
Staff Correspondent

decade in the mechanization of the industry and the improvement of equipment.

On the matter of rental equipment, it was stated that this had not worked

Georgia, Carolinas Groups Slate Conventions For June

Two important regional Associations representing Georgia and North and South Carolina have slated their annual conventions and get-togethers for early and late June. The Roofing and Sheet Metal Contractors Association of Georgia will hold their 6th Annual Convention, June 9, 10, and 11 at the General Oglethorpe Hotel in Savannah. The 12th Annual Convention of the Carolinas Roofing & Sheet Metal Contractors Association will be held at the Ocean Forest Hotel, Myrtle Beach, South Carolina, June 23, 24, and 25.

The RASM-CAOGA (Georgia) Convention will feature forums on Roofing and Siding, Sheet Metal and Heating and Air Conditioning. There

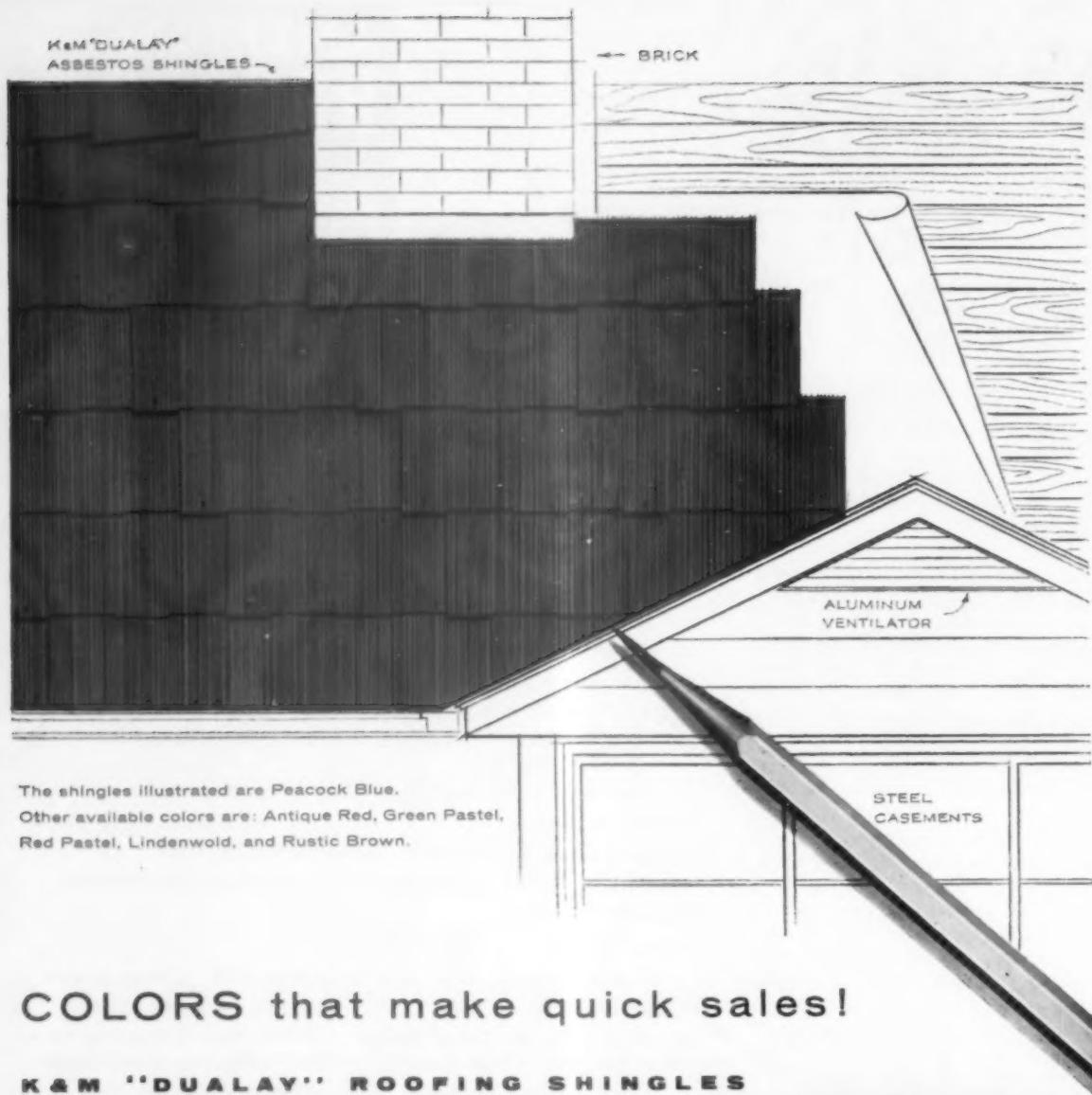
(Continued on Page 31)

out too well, because one man would take good care of the equipment whereas another man would abuse it. If the equipment was rented at a price that would take care of the problems arising from use by various owners, then it would be too high and the man who took care of his equipment would be the loser.

The first morning session was followed by a luncheon and post-luncheon business session. This was presided over by Orval McNay, Bakersfield Brick & Tile Co., president of the group. He said that the accomplishments of the past year in legislation and in working on FHA problems were the results of gradually developing a strong organization. A. G. Van der Boom, The Ellis Company, Sacramento, gave a report on the progress of the legislation sponsored by the group.

Carroll C. Figge was the featured speaker on the program and his theme was that there should be more care in figuring costs so that jobs are taken at a price that will yield a return on investment and a profit.

Figge pointed out that every job must carry its fair share of the overhead and that failure to include this would result in an unprofitable bid. He also stated that allowance should be made for the portions of every job



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(Continued on Page 31)

CALIFORNIA CONTRACTORS AT FORUM LUNCHEON



Luncheon forums at the Second Annual State Exhibit and Convention of the Roofing Contractors Association of California were well attended. Seen at the Speakers' Table were, from left: L. Elliott and Mrs. Elliott; R. Briggs and

G. Hillier, FHA; E. Upshaw; Dennis Carey (standing); R. Jones, Orval McNay, California State President; Carroll C. Figge, Executive Secretary, NRCA; Mr. & Mrs. V. Potter and Mr. & Mrs. A. G. Van der Boom.

that can not be done by modern new equipment. In backing up his point, he gave examples of government bids where the lowest bid was \$34,000 and the highest \$72,000. Figge said that there were many cases just as bad, and that he had heard of many similar cases since he had been in California.

A panel on "Merchandising and Salesmanship" Saturday morning probably brought out more discussion than any other panel because of the many different viewpoints presented. Members of the panel were Russell Baker, Baker Roofing & Supply, Vallejo; Verne J. Potter, Asbestos Roofing & Supply, Riverside; Jim McTaggart, Northern California Roofing Jobbers Credit Association, Oakland; A. G. Van der Boom, The Ellis Co., Sacramento; James R. Needles, public relations and advertising, San Francisco; and Ernest M. Upshaw, Fidelity Roof Company, Oakland. Mr. Van der Boom was moderator.

The biggest discussion Saturday, came over the use of door-to-door solicitors. Some felt that the publicity given over aggressive tactics during the FHA hearings killed their usefulness, but others felt that if you trained the solicitors and chose them carefully that they were a valuable asset.

Some of the points that were advanced in behalf of solicitors was that almost every California area had many new homes and new residents, and these might not be familiar with the various firms as was the case when just about the same people lived in the same city all of their lives. They also pointed out that all other types of business are

selling aggressively and that many a roofing job is lost to the aggressive auto industry.

Whatever method was used to get leads, it seemed to be generally conceded that the important matter was in compensating the salesman in such a way that a fair bid was worked out . . . a bid that was fair to the homeowner, to the contractor and to the salesman. Whatever plan was used, it worked out to roughly 20 per cent commission with the salesman paying his own expenses.

Tract work was frowned on if the tract-builder didn't want a good job done, because there would be little profit in the job and possibility of bad advertising later. It was suggested, however, that a record be kept of tracts

that were built so that a follow-up could be made in a certain number of years.

One contractor solicited a tract of 50 homes that had been built seven years ago. He has secured some jobs already and feels that he is in a favorable position to get more as a result of favorable reports by customers to neighbors.

Following adjournment of the Saturday session, the largest luncheon session was held with the wives present to hear guest speaker George A. Hillier, FHA Zone Operation Commissioner for the Far West. Raymond Jones, Jones Roofing Company, president of the Convention's host chapter, presided.

(Continued on Page 30)

Roofing Contractors Must Now Be Licensed In Phila., Assoc. Backed

Roofing contractors who operate in the city of Philadelphia now must be licensed according to an ordinance just passed in that city. The Association of Roofing Metal & Heating Engineers of Philadelphia, Inc. had long been plugging for such a law, and this time their efforts were successful, according to John J. Cleary, Publicity Director of the group.

The association, one of the oldest in Philadelphia, states that the new ordinance would "eliminate many of the abuses now existing in our trade, and would raise the roofing contractor's standing in the community to that

presently enjoyed by the plumbers, etc."

Vice-President C. W. Chappel, and a committee consisting of Jack Donnelly and Rudy Hober were active in support of the new legislation.

The Association held an election early in March at which Otto H. Kauffmann was re-elected to his second term as president. Clarence W. Chappel became vice-president; F. Richard Guenther, treasurer. Named to the Board of Directors were: Jules Kulzer, John Donnelly, John Cleary, Clarence Ogden, Rudolph Hober, Fred Wallace, William Wismann and John Kinkaid.

Birds repelled, President pens thanks to company



THE Gettysburg, Pa. farm of President Eisenhower has been thoroughly "pigeon-proofed" with the installation of a porcupine-like nickel bearing stainless steel bird repellent. Charles B. Kaufmann, president of the Nixalite Company of America, has received a personal note of appreciation from the President.

Mr. Kaufmann, who is also a practicing attorney in his headquarters city of Davenport, Ia., had an assist in selling this job from Davenport Congressman Fred Schwengel.

Kaufmann had read a story in the papers about how the President was concerned with pigeons hanging around his Gettysburg "dream farm." Mr. Kaufmann sent a letter to the chief executive outlining the qualifications of his product, Nixalite.

Congressman Schwengel lent a hand to the effort by slipping Mr. Eisenhower an illustrative folder after an informal White House meeting. Before long the President's order was placed, delivery was made and installation completed.

In his personal note to Mr. Kaufmann (reproduced on this page), the President told him: "Last week-end when I was in Gettysburg, I found that the installation of the equipment to eliminate pigeons from the barn had been completed. I am most appreciative of your thoughtfulness in this regard."

Mr. Kaufmann is going East on a business trip soon, and he may stop in Gettysburg to make sure everything is all right there.

Many at NERSICA Show Were Not Local, Survey Indicates

A surprisingly large number of visitors to the National Home Improvement Show held in conjunction with the NERSICA annual convention at Chicago March 13 to 16 came from outside the traditional "100 mile circle," according to a report of survey released by John T. Fosdick Associates, independent marketing researchers of New York.

Findings of the survey, which hold important significance to exhibitors, indicate that nearly half the total attendance of approximately 7,000 was from outside a 100-mile radius of the show city, as compared with the usual 25% for national trade shows.

The survey covered a total of 291 visitors; of which 245 were contractors and 46 others who identified themselves as wholesalers or distributors of home improvement products.

Of the 291 men interviewed in the survey, 61 came from Chicago; 46 from all parts of Illinois state; 24 from Indiana; 20 from Wisconsin; 21 from Michigan; 18 from New York; 20 from Ohio; 6 from Minnesota, North and South Dakota; 14 from Iowa, Nebraska, Missouri and Kansas; 19 from Pennsylvania and New Jersey; 9 from the South Atlantic states; 10 from the New England states; 12 from the Gulf states, 6 from the mountain, southwest and Pacific states, and 5 from Canada.

Reflecting a preponderance of executive attendance, 151 of the respondents were owners of their companies; 5, co-owners; 20, partners; 31, presidents; 18, secretaries or treasurers; 18, managers or general managers; 20, sales or district managers.

Asked "How does the prospect for business in 1955 look to you?", those

(Continued on Page 34)

Truck Takes Hot Pitch to Job-Site



Harold Martin, Sellers & Marquis Roofing Co., and Hobart Bowen stand beside one of the trucks used to transport hot asphalt from the Old American Roofing Mills to the General Service Administration Warehouse. This method of using hot asphalt and then reheating on the jobsite saved time and money.



58,000 sq. feet of cold process roofing tops giant super market

UNDER 58,000 square feet of built-up roofing, Edmund E. Lloyd operates one of the world's largest supermarkets (in fact, so far as is known, the second largest). Mr. Lloyd started in the grocery business just 20 years ago, with a floor space of about 1,000 square feet. A few years later Mr. Lloyd opened a neighborhood store in Middletown.

Lloyd's present expansion began in

1950 with the construction of the first 12,600 square feet of his modern building on the outskirts of Middletown. Since then two additions have been made to the structure, a "small" one of 5,400 square feet and one that dwarfed the other two, amounting to 40,000 square feet. The entire 58,000 square feet is topped by two-ply cold process roofing.

A carload of insulation board for

Pioneer Homestead Residing Job Uncovers Perfect Sheeting: 100 Years Old!

WHEN the Home Improvement Company of Eau Claire, Wisconsin, set about the task of applying insulating siding to the home of Thomas Rubenzer they met with an interesting surprise. Underneath the lap siding which they removed they discovered sheathing consisting of pine lumber boards in very good condition — after 100 years!

The Rubenzer home is the pioneering homestead of the Schaffer family which helped bring civilization to Northern Wisconsin some time in the 1850's or 60's. The two story structure was built of hewn logs from nearby forests and then covered with inch-thick pine

No change had been made in the lap siding on the home during all of the fifty years Mr. Rubenzer and his family have occupied it. The sheathing, which was placed over the hewn logs fifty years before Rubenzer bought the farm, had a width of 20 inches. Home Improvement Company applied 15 pound

1. Removal of lap siding on the 100-year old house revealed inch thick pine lumber sheeting, 20 inches wide, covering hewn log walls.

2. As foundation courses of siding and under-courses of felt are applied the sheathing is here seen clearly exposed.

3. Insulating siding goes on over sheeting and felt. Sheeting was in excellent condition after 100 years!

4. The finished re-siding job. The Rubenzers, residents in the old farm homestead for over 50 years, reported that for the first time it was now warm enough inside to keep the entire house open throughout the winter months.

Cold process roofing is being applied to the last of 58,000 square feet of roofing, on the huge Lloyd super market, second largest in the world, in Middletown, N. Y. Shot was taken from a plane during application of last addition of 40,000 square feet in 1954.

roof insulation and about 100 rolls of coated insulation were used on the job.

In 1953, one year before making the huge super market additions, Mr. Lloyd built a \$50,000 home on which he used some 40 squares of cold process roofing.

Photo of The Month

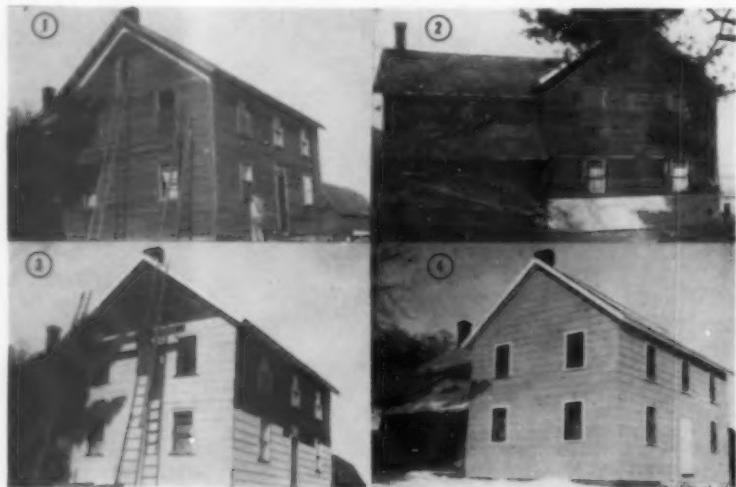
When you install 58,000 square feet of Flintkote Cold Process Roofing on a single flat roof expanse, particularly when, (as our lower cover picture indicates) some of the work is done in the dead of winter, you need all the mechanization you can get. That's why Lloyd uses his own conveyor belt to bring insulation board up on the roof. Both of these pictures were taken this winter. Our article gives all the details.

Mr. Lloyd's success in the food business has been justly celebrated in various food trade publications. His confidence in cold process roofing has resulted in one of the largest modern applications in this form of built-up roofing.

felt over the sheathing and then applied a shadow lap type of insulating siding over it. All new exterior casings and storm windows were installed with the job.

The Thomas Rubenzers, who are about to celebrate their Golden Wedding anniversary, share the home with their only son and his family. Merle W. Greene of Home Improvement Co. visited with the family after the job

(Continued on Page 31)



\$5 yearly roof "insurance" opens way to new business

THE idea of roof inspections as a means of getting the interest of property owners is old stuff to most contractors. In fact, if a survey were made it surely would disclose the fact that the majority of roofing jobs originate through the offer of free roof inspections.

However, the manner in which this idea can be extended to provide a valuable and practical form of insurance against roof leaks or complete roof failure was provided in a newspaper column called "In The Day's Work," written recently by Garry Flinn as part of his regular column in The Philadelphia Bulletin.

Flinn's column approaches most subjects from the humorous angle which justifies his occasional stretching of the truth a bit in order to bring a laugh or two from his many readers. For that reason it is not being indicated here that Flinn's column in which he reported his experience with a roofing contractor is 100% factual.

If some of the details of the column in which a roofing contractor was reported to have offered the newspaperman quarterly roof inspection for five dollars a year are open to question certainly the approach of the roofer to this prospect is based on sound practices. The contractor telephoned Flinn and asked permission to call on him personally. "Naturally," Flinn said in his column, "we asked what for. The roofer admitted he wished to discuss our roof . . . because he might save us money by talking about it." Even though the columnist "suspected some sinister motive" he was won over to granting the interview when the money-saving bait was offered.

As Flinn describes the contractor, he is an intelligent and businesslike person who pointed out during the meeting that most foresighted individuals protect themselves against illness by periodic health checks by a physician

By CHARLES P. FITZ-PATRICK

who advises proved treatments when adverse symptoms are discovered. Also, highway accidents are held down by regular inspections of all automobiles. "You can adopt similar precautions with regard to your roof if it is inspected periodically," the contractor explained, and then added, "I am suggesting that you engage me to perform these inspections once every three months. The cost of the service will be five dollars a year which simply covers the expense of trucking ladders."

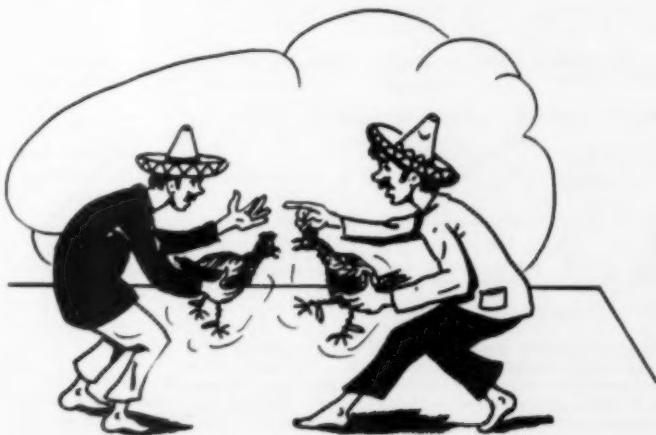
In typical fashion the columnist hinted that from experience he has

learned that the inspection of his car seems to turn up a surprisingly large number of faults but nevertheless he signed up for this new kind of insurance against roof troubles. "You'll be given a square deal," the contractor insisted. Then to press home his integrity he said, "No repairs will be undertaken without a firm estimate of the cost."

While some few contractors may already be following this or a similar plan the number of roofers availing themselves of its potentials is very small. And probably one of the reasons is simply that they are uncertain

(Continued on Page 32)

Covering The World . . .



ARNHEIM

IT IS AGAINST THE LAW IN TIURANA,
PERU, TO ARRANGE COCK FIGHTS ON ROOFS.

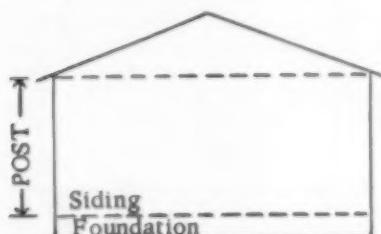


Arnheim

How to estimate accurately for insulating siding jobs



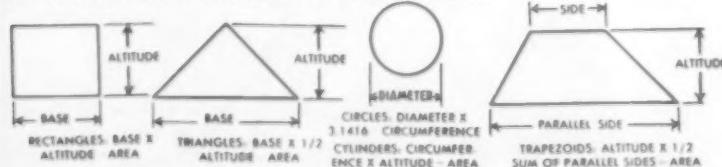
IN measuring for a siding job, you are interested in determining how much roofing and accessories will be needed on the job so that you can properly quote a price and at the same time work up a list of materials needed for your application department. All you have to remember is that most siding areas are either rectangles or triangles or a combination of both. The only exceptions are buildings with Gothic or curved roofs, silos, cupolas and towers.



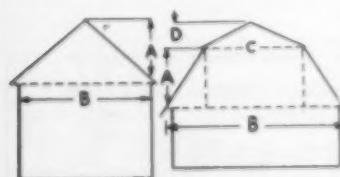
You will save time and assure yourself of a thorough job of estimating

Here is a diagram to show you how to figure the areas of Geometric Shapes:

REMINDERS FOR FIGURING THE AREAS OF GEOMETRIC SHAPES.



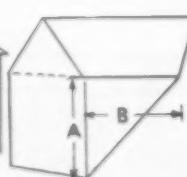
The diagram shows the four conditions commonly met in residing work. Regardless of how broken up the face of any wall may be, or how many dormers there are, the areas to be figured can be divided into rectangles or triangles as illustrated. The gambrel-roofed house is a good example.



To find the area of a gable end, multiply B (the width) and, add, multiply B (the width) by A (the height).

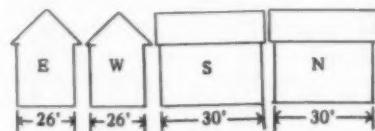
For a gambrel house, use formula, $\frac{1}{2}(B+C) \times A$, and add for the peak ($C = D + E$).

Gables may easily be figured one section at a time.



The side of a dormer is figured as a triangle ($B \times A$).

2. Measure the width of the east, west, north and south sides of the building.



3. Multiply the width of each side of the building by the height of the Post to determine the square feet of area for each side.

$$\begin{array}{rcl} \text{East Wall} & \times & \frac{26}{52} \\ \text{Width} & & \text{POST} \\ \hline & & \frac{26}{312} \text{ Square Feet} \end{array}$$

4. Measure areas of extra surfaces to be covered such as dormers, offsets or any extended areas not figured in the wall surfaces of each of the four sides of the building.

5. Add together the number of square feet of surfaces in all of these definite areas for grand total.

6. Measure all windows and doors or estimate their square feet of area by allowing 15 square feet per window and 20 square feet per door. Measure all other areas not to be covered such as chimneys, etc. . . .

7. Total the number of square feet of area in all these surfaces not to be covered and deduct it from the grand total above. Remainder is your Net square feet of area to be covered.

8. Be sure to allow for wasted siding in all estimates. A general average with insulating siding is 8%. Therefore, add 8% of the Net square feet of area above to the Net square feet of area. The result is the correct amount of siding needed for the job. In ordering siding, figure to the nearest larger half square or bundle of siding.

9. Estimate the amount of flashing, moulding, wood stripings, corners,

caulking, and any preparation of the surface materials needed to do the job. If windows or door frames are rotted or weak, they should be repaired or replaced before the new siding is applied. Be sure to estimate this extra expense. The normal amount of accessories will average out from job to job at an approximate cost of \$1.50 per square but it is always wise to estimate them to prevent losses to yourself in unusual cases.

To summarize the measurements and prepare a list of materials needed, we are showing (see right) a suggested estimate form which can be of considerable help to you.

How to Close the Sale

Insulating siding jobs are generally sold for cash on completion or on a time payment plan. If sold for cash on completion, it is wise in many cases to secure some cash deposit in advance. This is a matter of business judgment on the part of the contractor because it is not always necessary, but it does help to prevent cancellations. If sold on the basis of one, two or three installments, the contractor must carry the account himself.

If extended time payments are wanted, the FHA Title I Loan Plan is generally used. This plan provides a procedure whereby qualified lending institutions extend credit in monthly payments up to three years to home

This example of an estimate form for insulating siding jobs shows how a salesman can summarize the measurements and prepare his necessary list of materials needed.

ESTIMATE FORM FOR INSULATING SIDING JOB		
Surface area of East Wall	Square Feet	
Surface area of West Wall	Square Feet	
Surface of North Wall	Square Feet	
Surface of South Wall	Square Feet	
TOTAL WALL SURFACE AREA		
Total area in all extra surfaces	SQUARE FEET	
GRAND TOTAL ALL SURFACE AREAS		
<u>Deduct</u> Surface Area <u>NOT TO BE COVERED</u>		
TOTAL NET SURFACE AREA TO BE COVERED		
<u>Add</u> Waste Allowance of 8%		
TOTAL AMOUNT OF INSULATING SIDING NEEDED FOR JOB —— SQUARE FEET		
AMOUNT OF INSULATING SIDING TO FIGURE AND ORDER FOR JOB —— SQUARES		
ACCESSORIES NEEDED FOR JOB		
Outside Corners	0	\$ _____
Trim Pieces	0	_____
Mouldings	0	_____
Nails	0	_____
Caulking Comp.	0	_____
Flashing	0	_____
Wood Stripping	0	_____
_____	0	_____
_____	0	_____
_____	0	_____
_____	0	_____
GRAND TOTAL	0	_____

or building owners through the contractor.

The lending institution investigates and approves the borrower's credit before the work is done, pays the contractor for the job in full upon com-

pletion and thereafter handles all collections from the home owner. This plan is very thoroughly explained in the Dealer Guide for FHA Title I Loans, a booklet published by the

(Continued on Page 30)

AGREEMENT		
Date - - - - - 19 - - - - -		
The undersigned Contractor agrees to furnish all materials and labor necessary to do modernization work on premises located at the following address:		
No. - - - - -	(Street)	(City) (State) - - - - -
In accordance with specifications as follows:		
- - - - -	- - - - -	- - - - - Explain details in this space.
All for the sum of \$- - - - - Net, to be paid by purchaser, and financed by an authorized agency of the F.H.A. (under Title I of the National Housing Act).		
The undersigned contractor guarantees against defects in both material and workmanship hereunder for a period of - - - - - years, and in full discharge of its guarantee, the contractor will replace the defective material or correct the faulty workmanship at no additional cost to purchaser.		
It is understood that the contractor herein is neither an agent nor a subcontractor, and that no person, firm, or corporation other than the undersigned, are parties to this contract.		
Accepted by the Undersigned		
(Contractor)	(Husband or Purchaser)	
By - - - - -	(Authorized Agent) (Wife or Joint Purchaser)	
(Mailing Address)		

The material on these two pages is revised from "The Insulating Siding Sales Manual" prepared by the Insulating Siding Association, and is presented here through the courtesy of R. G. Breeden.

The simple contract form shown here is ideal for use in signing up your customer for his insulating siding job. There is no fine printing and all unnecessary technicalities are left out so that it is easy to read and understand. Yet it quite thoroughly covers the type of contract needed and leaves no doubt in your customer's mind, which also helps to build confidence in you. It permits flexible use by you or your salesmen. You can have your printer run a supply for you in pad form with original; one copy for the customer, and one to stay in the book. This will provide all the records of the transaction you will need. You can have them imprinted with your name or with lines and write in your name, whichever best suits your purpose.



L. to R. Sidney Greenfield, Rigo Lemoncelli, office manager, and George Goldenziel in front of their building.



Roof-and-side mockup, visible through display window. Note also wall and ceiling panels, examples of the firm's work.

Town's best shingle jobs go to roofer who broke with tradition

WE TOOK a fresh look at the houses around us, not at what the other roofers in Scranton were doing. That's why we set up as specialists in asphalt, asbestos, and stucco, and left flat, built-up roofing to the established, larger firms.

That was how Sidney Greenfield explained why he and George Goldenziel set up the Scranton Roofing and Siding Company in 1948 as a residence-first operation. Most of the houses in the east end of town, where the showroom is located at 916 Capouse Street, are sturdy, peak-roofed structures no longer young, and promising a continuous occupation for an enterprising repairs firm.

They figured that home owners are more likely to pass along the word about a good repair or renovation job than an owner of industrial or commercial property, and that it was more advisable to invest their time and energy in canvassing the neighborhood than in setting up a line of contacts with real estate managers and corporations, the main market for built-up roofing. Also, of course, there was the

By O. J. MARR

financial investment in kettles, hoists, and other equipment not necessary for the straight - from - the - manufacturer asphalt and asbestos materials.

Their decision paid off. Stressing residential repair, they built up specialized crews of mechanics, who were trained to keep an eye out for other residences on the block which could use a roof patching or a complete new siding.

Just about the time the firm moved up the block in 1951 from their first ramshackle office, they added artificial stone siding to their list of products. They decided to turn the ancient, abandoned, double frame flat into a living showplace of their own craft, and the result is a striking stucco building with a colorful artificial stone siding front framing the two large show windows. Capouse Street has become a main east-west thoroughfare, and the bright new building at 916 cannot be passed without notice.

Greenfield and Goldenziel manage the contacts and sales end of the busi-

ness themselves. They have been reluctant to take on salesmen because "any promises to the prospect, we want to make ourselves." They know what harm an over-enthusiastic salesman anxious to get a contract can do in the form of misrepresentation and promising the sky. They have no rigid principle against hiring salesmen, but have found that it's pretty hard to find a man who will stick to the job and give it the hours it needs.

As a result, the partners' day of selling starts at four in the afternoon, and continues until the yawns signal bedtime. During the day they attend to office details, in consultation with office and crew manager Rigo Lemoncelli. Rigo routes the five work crews that are kept busy throughout the year, sends out materials, handles complaints, and checks up on job progress.

The partners have developed the "sharp and roving eye" of the bird dog hunting for prospects. From the first day of their association, when they landed their first job with blind canvassing, they have developed the art

(Continued on Page 27)



Koppers Company Elevates Six Executives

Various personnel changes in the sales and management departments of Koppers Company, Inc., were announced recently by president Fred C. Foy.

A company-wide marketing department was set up under direction of vice president Ralph Winslow. This department will include sales management, market and economic research, sales personnel development, sales promotion, advertising and public relations sections. Mr. Winslow has been public relations manager since 1947.

Cooke Bausman, Jr., former manager of the sales department, has taken over as assistant to the general manager of the company's chemical division. George W. Naylor, who has been assistant sales manager of the tar products division, also has been transferred to the chemical division as manager of the international department. He has been succeeded in the tar products division post by Harry P. Neher, formerly assistant manager of the central staff sales department.

F. L. Byrom, formerly tar products operations manager, has assumed the post of divisional vice president and assistant manager of that division. He succeeds R. R. Holmes, who recently became vice president and general manager of the division. Previously, Mr. Byrom held various important positions in the company and the Navy. Byrom's last position as operations manager was taken over by John H. Redmond, formerly assistant manager of operations.

Curtiss Heads Fiberglas West Coast Sales

Appointment of William H. Curtiss, Jr., as general sales manager of the Pacific Coast Division of Owens-Corning Fiberglas Corporation, was announced today by L. R. Kessler, vice-president and division general manager.

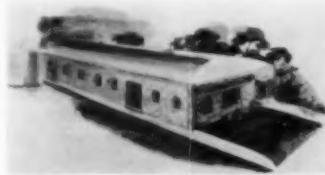
Mr. Curtiss, who has been sales manager of textile products for the division, now will also be responsible for sales of general products and sales of the company's west coast

contracting, supply and engineering subsidiaries.

E. D. Herron, who has been sales manager of general products for the division, has resigned to become general sales manager of Commodore Industries, manufacturer of Fiberglas-reinforced plastic products, of Redwood City, Calif.

Starnes Named Manager Of New Kenitex Plant in N. C.

The Kenitex Corporation, manufacturers of technical coatings, has announced the appointment of W. T. Starnes, as general manager, of its eastern division.



Mr. Starnes will be in charge of operations at the new Kenitex plant in Charlotte, North Carolina. This new plant has complete manufacturing, sales, and research facilities for servicing the entire eastern area.

Mr. Starnes has been employed in the firm's west coast offices, and formerly was with the Alemite division of Stewart-Warner Company.

John S. Wise Named Western Sales Head, Quaker State

John S. Wise has been appointed western sales manager for cross corrugated roll aluminum roofing of Quaker State Metals Company.

For the past two years, Mr. Wise has been Quaker's regional sales representative in New York, New Jersey and Connecticut. His territory now will include the states of Wisconsin, Illinois, Missouri, Kansas, Minnesota, Nebraska, Iowa, North and South Dakota, Wyoming, Montana, Colorado, Arizona, New Mexico, Nevada, Utah, Idaho, Washington, Oregon and California.



BYROM
Koppers Co.



FREEGARD
Bird & Son



CURTISS
Owens-Corning
Fiberglas



BURTON
Hyde Mfg. Co.



Above:
RIDDELL
Keystone Asphalt



Right: WISE, Quaker State

Keystone Asphalt Adds W. H. Riddell to Sales Staff

The appointment of William H. Riddell as a member of the field sales staff has just been announced by James Poole, general sales manager of Keystone division, American-Marietta Company.

Mr. Riddell is being assigned to the Southwestern territory and will headquartered in the Kansas City area. Riddell's previous duties in Keystone's Chicago Sales Office are being taken over by Vic Wolf. Robert Whitman will handle sales correspondence.

Burton Promoted to Director, Merchandising of Hyde Mfg.

Russell A. Burton has been promoted to director of merchandising, according to A. J. LaCroix, president of the Hyde Manufacturing Company, Southbridge, Mass. Mr. Burton will be responsible for the merchandising, promotion and advertising of all Hyde products, will assist in the development of new products and will direct their styling and packaging.

Freegard Named Supt. Of Bird & Son Plant in S. C.

William Freegard has been named superintendent of the new Bird & Son, Inc. roofing plant at Charleston, South Carolina. He has had long experience in the asphalt roofing industry.

FHA Reorganizes Offices To Expand Local Authority

FHA Commissioner Norman P. Mason has instituted a line-and-staff organization in FHA's 75 insuring offices throughout the United States and its territories.

He said the new organizational framework will provide more efficient FHA operations and is in accord with findings of a recently concluded study of FHA field office organization, staffing and classification. The study

(Continued on Page 29)



Equipment—Booklets—Practice—Materials

Heavy Duty Roof Coating

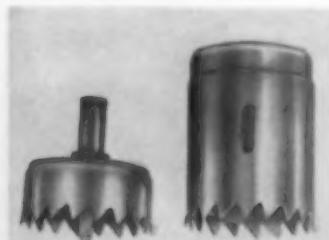
Labco, Incorporated, national distributor of Addex products, recently announced a new heavy duty roof shield, which has undergone rigorous field tests during the past several years. It is available as a package and includes chemically conditioned Addex #480 heavy consistency asphalt emulsion together with a new type of strong, short-stranded, all textile glass fiber reinforcing.



New Addex Roof Shield Heavy Duty, in addition to being designed to eliminate alligatoring, blistering, buckling, sagging, and rotting, is engineered to provide more than 15 percent elongation or "stretch" before rupture, making it an ideal material for patching structural breaks and for all types of flashings, and waterproofing copings and walls. Only fifteen pounds of materials are required to produce tough "breathing" waterproofing, superior in strength to conventional four-ply specifications and requiring a fraction of the effort to apply.

Interchangeable Hole Saws

Miller Manufacturing Corporation has announced the extensible hole saw, a set of three different length saws interchangeable on one driver by means of an exclusive locking mechanism. Saws can be changed in less than five seconds without the use of tools, screws, or bolts.



The three saws are a sheathing hole cutter with a maximum depth of cut of one inch; a medium depth hole saw which will cut to $2\frac{1}{2}$ inches deep; and an extra long hole saw, which will cut to depths of five to nine inches.

In addition to the features of rapid interchangeability and greater depth of cut, the Miller saw has large teeth for proper chip clearance; the teeth are scientifically hardened for long life, and ground for maximum sharpness and ease of cutting. This new tooth design permits clean, accurate holes to be cut much faster and with much less operator effort.

Lifting Unit Developed

A new Lite-Lift unit has been developed by Roofmaster Products Company. The unit will hang on any two rungs of a ladder and will make possible the lifting of most products on one and two-story jobs.



The rope always passes through two rungs of the ladder. There is no swaying and no bumping of the ladder. The new unit has a steel frame with a shock-resisting light-weight alloy wheel that is installed with sealed dual ball bearings. Weight of the unit is $12\frac{1}{2}$ pounds.

Shingle Cutter

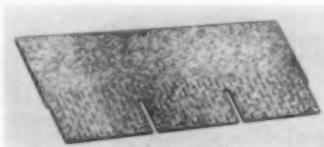
Texas Foundries, Inc., has produced a new asbestos shingle cutter in 27 and 32 inch sizes. Its main features are rigid alloy iron body casting, case hardened blades, ease of cutting and balance for easy carrying. A separate small handle operates the notcher.

If further information is desired about articles appearing in the pages of AMERICAN ROOFER & Siding Contractor send a card or a letter to the editorial department, attention, Mr. Fred Feder, 425 4th Ave., N. Y. 16, N. Y.

New Square Butt Shingle

Supergrain has been developed by Globe Roofing Products Co., Inc., for its new rain-tite square butt shingle. This texture creates a third-dimensional, quilted effect which adds visual heft to the actual weight of this 300 pound shingle.

Supergrain has the tendency of smoothing blends and adding a velvet tone to color blends. It is especially effective in enriching the difficult-to-texture pastel colors.



Giant weight Supergrain rain-tite asphalt shingles were created to suit traditional and contemporary architecture. Its triple coverage, its 300 pound weight and its color styling are designed to satisfy the most discriminating builders of modern homes.

Reinforced Roof Coating

SealSkin, a new cold-applied roof coating which is reinforced with sheets of woven-glass fiber threads and provides a continuous, seamless protective "blanket", has been introduced by Bitucote Products Co. The manufacturer says SealSkin will not cause "alligatoring", blistering and laps.

SealSkin protection is achieved by brushing or spraying Bitucote protective coating, an emulsified asphaltic material, over sheets of close-mesh fiber-glass fabric unrolled onto the roof immediately ahead of the brush or spray-gun. The glass fibres become embedded in the coating and strengthen it much as reinforcing bars or steel mesh strengthen concrete. SealSkin actually molds itself to the roof surface, becoming a part of the original roof itself.

It can also be used for repairing and stopping leaks on parapet walls, valley flashings, chimneys, skylights, gutters and corrugated roof laps; for damp-proofing walls, foundations, spandrels, lintels, bridges, ramps, pipelines, sub-floors, tunnels and other subsurface structures; and for weatherproofing insulated tanks, equipment, process piping and fittings.

Roofers' Guide Issued

A handy pocket size roofers' insulating guide is available from the Pittsburgh Corning Corporation. The guide, printed on a $3\frac{1}{4}'' \times 5\frac{1}{4}''$ heavy, varnished card, gives the resistance (R) and U values of common

roof construction — both uninsulated and insulated with various thicknesses of foamglas cellular glass insulation.

The formula for calculating the U value of a completed roof by adding the various resistance (R) values is also included, together with a typical example. On the reverse side of the card is a table showing the permeability of various roofing materials to water vapor. Also listed are some of the principal physical properties of foamglas.

Copies are available free of charge.

* * *

Converting Trowel

A modern trowelling machine that converts to 26", 36" or 45" capacity is now being marketed by the Mall Tool Company.

Powered by either a pneumatic or electric motor, or a 2-cycle or 4-cycle gasoline engine, the trowel has unprecedented versatility. Any of the power heads will also power a floating disc and grinding-grouting head, and each comes in the three interchangeable ring sizes.



Its safety throttle control rules out stalling; when the handle is released, the ring stops and the engine idles. A lifting eye facilitates lifting or lowering the machine from one floor to another, without resorting to dangerous make-shift devices. The automatic recoil starter saves valuable minutes.

The clamp ring expedites switching to any of the four power heads, or to a replacement engine. Ninety-seven per cent of the power is delivered directly to the blades by the planetary-gear transmission, avoiding the reduction of efficiency caused by slipping belts. Both edges of the reversible shoes and blades can be used, giving double wear. With the exclusive quick-kick pitch adjustment ring, all three blades adjust at once with a mere kick of the foot.

The trowel's new design has a lower center of gravity for easy operation. An auxiliary two-man carrying handle permits simple moving when the use of a crane is impractical. A canvas bag is provided to protect the rewind starter and other parts, when not in use, from dirt and rain.

* * *

Film on Fork Lift

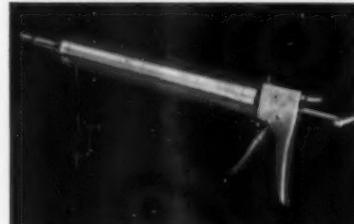
A new 15-minute color movie film, showing on-the-job applications of the TerraTrac crawler-mounted M-3 fork lift, has been made available by American Tractor Corp. Included are action shots of the new lift extension for carrying and placing loads of cement blocks, brick, steel, roofing and other materials to heights of 21 feet. The film also illustrates how the machine can

NEW CALBAR GUN CUTS CAULKING COSTS IN HALF!

Calbar Introduces Time-Saving Air Pressure Caulking Gun!

PHILADELPHIA, Pa. Calbar Paint & Varnish Company has announced the perfection of an air pressure caulking gun that applies caulking compound in half the time normally required with hand-operated guns.

The new gun, labeled #55 Air Pressure Caulking Gun, was field-tested before marketing. Conclusions drawn indicate that labor and time can be reduced up to one-half, while the efficiency of the caulking is greatly increased.



Calbar #55 Air Pressure Caulking Gun . . . (patent applied for), newest development in modern caulking equipment.

Caulk Injected Deeper

With 40 to 100 pounds of air pressure behind it (depending on temperature), the #55 Gun forces caulk into the crevices deeper, making a permanent seal. Although caulk is injected faster, more frequent re-filings are not required, since the #55 Gun has a capacity of 45 cubic inches of caulking compound.

#55 Gun Is Precision Tool

The #55 Calbar Air Pressure Caulking Gun has an all metal construction, skillfully engineered and highly polished with a rustproof finish. Shipping weight is 4½ lbs.

Three nozzles are supplied with each gun, each with its own end shape . . . for every type of caulk application. Hose and connections are not included.

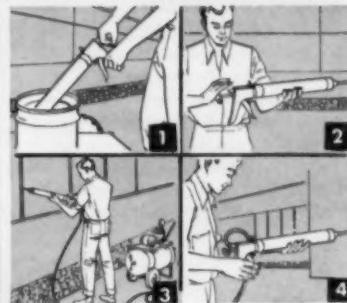
be converted to bulldozing and handling purposes.

* * *

Wall Insulation

Kimberly-Clark Corporation has issued a brochure explaining in detail the advantages of using its new Kimsul "48" sheathing blanket for wall construction.

The company claims that the blanket's wood fibre construction, its three-ply, heat reflective and vapor-sealing cover minimize the problems of vapor and heat transmission in residential housing. Through pictures, the brochure illustrates installation methods, adaptability of the material to proper air-conditioning and home comfort, and reasons why it can protect floors, plumbing, electrical and heating equipment. Copies of the brochure are offered free.



1. RAPID ACTION LOADING — Triple lead screw end cap turns off in 2 turns, gun mouth is placed in can of bulk caulk and loading rod is pulled out for rapid action suction filling.

2. RETRACTABLE LOADING ROD — When 14" gun barrel is filled with caulk, loading rod can be retracted completely by pushing rod back into gun. Caulking can be done in even the tightest areas without interference from protruding rod.

3. AIR PRESSURE DOES THE WORK — Powered by a gasoline or electric compressor, the new Gun goes to work instantly with a squeeze of the trigger. No additional effort required, except moving the gun along the surface to be caulked.

4. INSTANT STOP-FLOW — To stop flow of caulk, the trigger is released. Automatic valve lets air escape and stops flow of caulk. No spill-over!

Distributed through jobber channels

Distribution of the new #55 Gun will be through regular Calbar jobber channels. Additional information can be obtained by writing to Calbar Paint & Varnish Company.

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products
2612-26 N. Merita Street, Phila. 25, Penna.

New Siding Material

Masonite Corporation has launched manufacture and distribution of Shadowvent Siding, a prime-coated combination of Masonite Tempered Preswood and a patented aluminum shadow line strip.

The siding, which comes in two widths, approximately 10 and 12 inches, is applied by placing its slotted edge over the aluminum shadow strip which has been previously nailed to the sheathing. Thus, the metal strip is hidden from view and requires no face nailing in the Preswood.

Lengths are up to 12 feet and the shadow strip comes in 10-foot lengths, packaged 500 linear feet to a cardboard tube. A feature of the metal strip is the venting at eight-inch intervals to allow escape of the moisture that may condense within the walls as a result of

Scaffolding News in Pictures . . .

TWO TYPES OF SCAFFOLDING

equipment, "Trouble Saver"® Ladder Scaffolds and "TubeLox" Scaffolding, team-up to overcome a difficult working condition at the locks in Troy, N. Y. To get roofers to and from positions, and also provide a safe support and sufficient working room, Crosby Contracting Co. combined 1,000 linear ft. of "TubeLox" and 40 5-ft. high x 2-ft. wide Ladder Scaffolds. Full details in Bulletins 10-PTS and PSS-24.



MAXIMUM CONVENIENCE AND SAFETY

are provided on this 50-square slate roof job in Chicago, using 12,000 linear ft. of "TubeLox"® Scaffolding. At mid-point, scaffolding was recessed to conform to contour of steeple and save excessive scaffolding. "TubeLox" is widely used by roofers because it can be quickly built up to extreme heights and tailored to any contour. St. Michael's Church is the job, and Fred Bremer the roofing contractor. Full details in Bulletin 10-PTS.



FOR GREATER SAFETY...
EFFICIENCY...ECONOMY

THE PATENT SCAFFOLDING CO., INC.

38-21 12th St., Dept. A.R. Long Island City 1, N.Y.
6931 Stanford Ave., Los Angeles 1, Calif.
Branches in all principal cities

SALES OR RENTALS

changes in humidity and temperature.

Specially designed metal corners will also be marketed by Masonite in connection with this siding. They are joined together by a special method of interlocking which requires nailing only in the bottom metal corner.

Caulk Tubes Restyled

Calbar Paint & Varnish Company has redesigned its Caulk-O-Seal. Tubes come complete with a pressure key that simplifies the caulking operation. The cap is removed and the shaped tube nozzle is held against the surface to be caulked. As the key is slowly turned at the bottom of the tube, the caulk is eased out in the proper quantity with no waste. It is also packaged in cartridge and bulk cans. A total of 26 colors of caulk are available.

made extra heavy at the weather end to resist wind, wear and water. The mineral granule surface of the new shingles gives them high fire resistance.

The point is made, too, that the shadow-accent shingles are "color-toned", which feature adds to the deep shadow effect of the separate courses. The shingles are available in four soft pastel colors—palisade gray, mohave brown, shasta green and navajo red.

* * *

Anti-Rust Paint

A new black anti-rust paint that is said to afford low cost protection of exterior metal work is announced by Chem Industrial Co.

Known as CI-88, it incorporates a bituminous base with a special paint vehicle to produce a heavily bodied coating which can be applied on outside metal after a minimum of surface preparation.



CI-88 is recommended for use on gutters, downspouts, stacks, flashings, railings, machinery, metal window sash, building trim, utility poles, tanks, refuse containers, pilings, metal fence posts, etc. The manufacturer advises that CI-88 dries to a semi-gloss finish and that it is intended for use as a finish coating and not as a primer. One application is said to be sufficient for most surfaces.

Grain Lap Siding

Unusually thick butt edges and deep grain engraving that produces a darker shadow are combined in new Grain-Tone and Grain-Lap asphalt siding according to its producers, Edo Products, national insulating siding manufacturers.



The new siding was developed, the company reports, to produce greater economy by cutting waste in application. This has been accomplished by increasing the thickness of each panel's butt edge, which increases strength at the overlap and prevents breakage, and by making the individual panels reversible in order to save both time and material waste during application.

The thicker butt edge construction is exclusive with Grain-Tone and Grain-Lap siding, Edo officials state, and both are available in a wide selection of colors. The panels

Insulating Siding Book

A sales presentation book has been introduced by The Celotex Corporation for use by siding salesmen or dealers when contacting prospective customers for siding.

Transparent acetate envelopes contain photographs of homes on which Celotex insulating siding has been applied. Included are colored pictures of jobs that have been sold and applied by the contractor or dealer in his community.

Asphalt Shingles

United States Gypsum Company has placed a shadow-accent asphalt shingle on the market.

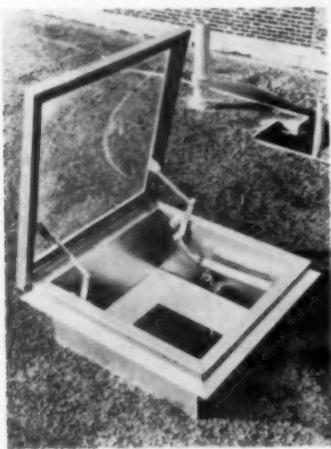
The new shingles are recommended for new construction and for recovering existing roofs. The thick tabs of the shingles are

are designed to offer a wood texture and deep shadows are developed in each one to create a two-tone effect. Colors available in Grain-Tone are Alpine White, Sierra Sand, Woodland Green and Pacific Blue. Grain-Lap offers a choice of Pearl Gray, Cottage Red, Antique Brown and Pine Green.

Both sidings come in 48 inch long panels and are 10" wide to the weather when installed. Only difference between Grain-Tone and Grain-Lap is that color is added to Grain-Tone panels to heighten the shadow effect.

Fire Venting Dome

A new building product, which provides overhead daylighting plus automatic fire venting is now available for installation in factories, institutions and commercial buildings of every type.



This new product, the Wascolite Pyrodome, admits daylight through an acrylic plastic dome. It is equipped with a fusible link that snaps under excessive heat, activating lifting levers which raise the dome. This allows heat, smoke and fumes to escape and enables firemen to localize the fire.

The pyrodome is a new addition to the line of prefabricated daylighting products manufactured by Wasco Products, Inc. An illustrated folder is available.

Aluminum Nails

Aluminum Company of America has announced that, for the first time, it is offering a complete line of standard aluminum nails.

Alcoa started making aluminum nails 34 years ago, but until the installation of the new production equipment at Lancaster, Pa., Alcoa's chief concern was to gain technical and engineering background for fabricators of aluminum nails. The experience gained has brought about the improved quality of aluminum nail wire and a standardization of aluminum nail specifications.

The company is now equipped to offer a wide variety of types of nails for insulated siding, cedar shingle, asbestos shingle, gypsum lath, roofing and general purpose shingle. In addition, common nails and cutcheon pins are available.

Aluminum wood siding nails do not require countersinking and puttying to prevent corrosion and resulting discoloration of the siding.

**The first new asbestos shingle cutter
in 10 years**

Tex-Cutter

for asbestos siding & shingles



GUARANTEED

The TEX-CUTTER is guaranteed to cut, punch and trim asbestos siding and shingles better than any cutter you've ever used. If you don't agree, just let us know within 90 days and you get your money back.

Lighter in weight

Case hardened blades

Rigid body casting
of alloy iron

Not top heavy

Plus exclusive

front end punch and notcher which
operate with separate handle.

Costs no more than
ordinary cutters.

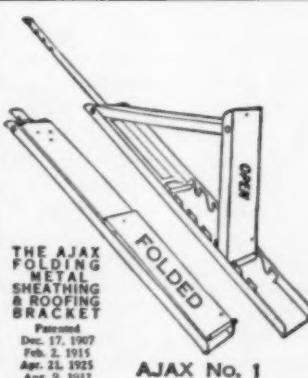


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Organized for Service

LUFKIN, TEXAS



THE AJAX
FOLDING
METAL
SHEATHING
& ROOFING
BRACKET

Patented
Dec. 1, 1907
Feb. 2, 1915
Apr. 21, 1925
Aug. 9, 1932

AJAX No. 1

AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable

AJAX Building Bracket Co.

1551 Rydal Mount Rd.
Cleveland Heights 8. Ohio

This Boosey
ROOF DRAIN
has these
exclusive features!



Boosey No. 1148 Roof Drain is designed to provide the best drain solution for every type of roof construction.

Exclusive features include ringle for flashing seal, heavy one-piece clamping flange, visible connections and self cleaning bowl. Either metal flashings or roofing felt can be secured to sump without damaging either.

Send for the complete Boosey Catalog and Price List; It's the easy way to specify and order the exact roofing drainage specialty!

Norman Boosey Manufacturing Co.
General Sales Office
5281 Avery Avenue, Detroit 8, Michigan

BOOSEY

PAT. NO. 2299480



ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

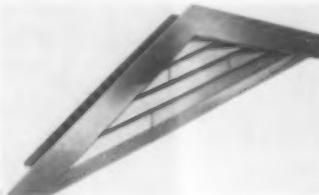
Write TODAY for prices and samples.

AMERICAN ASSOCIATED COS.
ATLANTA P. O. BOX 4056 GEORGIA

Aluminum Gable Peak Louver

A new adjustable aluminum gable peak louver, featuring large free area at every pitch from 4-12 through 12-12 has recently been introduced by Leslie Welding Co., Inc.

Made in a wide range of sizes—the largest having a base dimension of 92", Leslie Adjustable Louvers' unique integral unit design provides quick, easy installation.



Large free area at every pitch insures maximum airflow and ventilating efficiency, even when the louver is used at lowest pitches.

One piece riveted construction prevents the louver coming apart, thereby eliminating field assembly problems, the company claims.

Bird & Son Sponsors Traveling Caravan To Promote Products

The 1955 Bird Caravan Show, sponsored by Bird & Son, Inc., as a promotion of its sidings and shingles, is now touring the country to offer sales helps to dealers and distributors and to point out advantages of the products to builders, contractors, applicators and architects.



The show took several months to arrange and is contained in six trucks which will be out on the roads all over the country until late Fall. Caravan meetings in various localities will be conducted against the massive background of a large, colorful display of Bird Architect and Master-Bilt Shingles. In addition, the new full-color movie, "The Big Difference," narrated by Lowell Thomas, will be shown. This movie illustrates through animation the many features of the company's shingles and describes the benefits of good application.

CUTS ASPHALT
LIKE BUTTER!

END
HOT
WEATHER
SLOW-DOWN
WITH THE



"LITTLE GIANT" Asphalt and BITUMIN CUTTER with STEEL DRUM CUTTER

ROOFERS . . .

Eliminate the use of the slow, tiresome job of cutting asphalt with an ax.

Let the Gundlach "Little Giant" asphalt cutter solve your hot weather asphalt cutting problems. With this light weight, ingenious machine one man can cut a drum of asphalt in minutes. Keep up your production and save labor costs.

Send your check or money order today and get immediate delivery on this great labor saving tool. "Little Giant" cutter, complete with \$49.75 steel drum.

F.O.B. Belleville

Satisfaction guaranteed or money refunded.

T. J. GUNDLACH MACHINE CO.
DIVISION OF J. M. J. INDUSTRIES

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BIRD DAMAGE IS COSTLY

ECONOMICAL SAFE

Make this service a part of your regular contract. Bur-Co Bird Repellent does not harm birds. Use regular caulking gun. Write for prices and circular.

POSITIVE HUMANE

BURR CHEMICAL CO.
3329 Auburn Rockford, Ill.

Scranton Roofing Co.

(Continued from Page 20)

of bell-ringing and gracious self-introduction. Of course, in recent years their task has been made easier by their growing reputation and, not unimportant, their eye-catching new building.

One of their most effective talking points is the list of references they can offer from among the employees of the banks which handle their paper. "When the head of the FHA mortgage department calls you in to do his house, you're made. His subordinates follow his lead because he knows how your work is standing up—the bank is the first place to get any complaints about a poor job or unfair treatment," said Greenfield, the "communicator" for the two partners. "If you can convince a prospect that not only can you take care of their financial problem with an FHA program, but also you have done work for the people who will approve the loan, then you no longer have to argue your reliability and workmanship. You can get right down to price."

"Love At First Sight"

Greenfield is a native of Scranton, and Goldenziel migrated there from North Dakota in 1946, after a period in service and government civil service work. A mutual friend got them together, and at their first meeting ("love at first sight" Greenfield gagged) they decided to go into business together. After two years in a tiny \$30-a-month office at 903 Capouse, they decided to splurge on their own property. The dilapidated property at 916 was up for sale, and they decided to "scoop it out" and do it over. Now they have a large storage space in the basement, with roller equipment to chute the material from the delivery trailers, and more space upstairs. The main floor is devoted to a large office for the two chiefs and an alcove and surrounding counter for Lemoncelli.

Visible through one of the two large windows is a mock-up of a roof-and-side, with asphalt shingles and asbestos shales, as if to complete the display of basic materials the firm offers—the outside of the building demonstrates the use of stucco and artificial stone siding.

The twenty men on the mechanics' staff are kept busy 90% of the year. There is enough indoor work on room

additions, panel walls, ceilings, insulating board and acoustical blocks to take up the slack in bad weather. An incentive system keeps the men at top efficiency.

A growing market for stucco and artificial stone siding is developing in the area, which has not been too quick to leave behind the old clapboard or cedar shakes tradition. Permanence is the strongest argument for a new overall colorful job rather than a piecemeal patchwork, and the firm's earliest in-

stallations are right in the area to prove the validity of their claims.

The chain-reaction of referrals is of course any home-improvement outfit's major source of leads, especially when it is located in a primarily residential area, as is the Scranton Roofing and Siding Company. But the firm also enters a periodical newspaper reminder of services offered, and maintains a prominent display ad in the yellow pages of the telephone book, stressing residential work as the specialty. Radio

HYDE ROOFING KNIVES



HO. 10—2 POINT
ROOFING KNIFE

Two cutting points on 2 in 1 heavy duty knife blade; easy to remove.

Extra blades. No. 102 Blade for No. 10 tough razor sharp steel.



NO. 3 ROOFING KNIFE

Super Hydex chrome vanadium steel—short point.

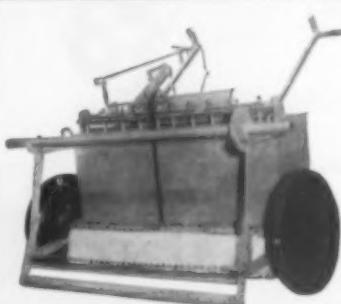


NO. 1 ROOFING KNIFE

Low cost—short point round stained handle.



MANUFACTURING CO.
SOUTHBRIDGE
MASS. U. S. A.



NEW IMPROVED FELTMASTER FELTLAYER

No back-breaking positions to work in. Lower felt roller ball-bearing equipped. Lays 1 1/4 from roof level but is hinged for loading felt to give operator 16" clearance from roof when threading felt. Locks in operating position when dropped. Easy loading of felt roll on felt holder bar makes it unnecessary to remove felt holder bar.

Asphalt turn-on by foot lever. Turned off by pulling sash cord. Instant turn off with no excess asphalt at end of roll, keeping tires clean. Asphalt flow arranged for felt laying or flood coating.

**WRITE, WIRE OR TELEPHONE
FOR INFORMATION**

ROOFMASTER PRODUCTS CO.

3538 FOWLER ST., LOS ANGELES, CALIF.
Phone: Angelus 15326

spots have been tried occasionally, but have given no proof of drawing power. They have not been regular or frequent enough, and the partners decided that the investment in a saturation sound effect was not justified.

They settled on the phrase so frequently heard from reputable home repair establishments: "Our work is our best mouthpiece, and it talks all the time."

Insulation Even Aids Egg Production, Iowa State College Says

Though chickens may not know it, a poultry house insulated with mineral wool is one of the biggest reasons for their increased productivity. Iowa State College tests show that chickens in an insulated shelter lay 16 more eggs a year and consume about 6.1 pounds less feed than those in non-insulated buildings.

USE KOKOMO KORNERS

For Wood Shake Siding

Our metal corners for wood shingle shakes will save application time and money. This corner is made of rust-proof zinc for durability, makes a nice appearance and is weather-tight. These corners can be used on single or double course construction.



Write For Descriptive Literature

BUGHER MANUFACTURING CO.

211 South Main Street, Kokomo, Ind.

"ASBESTOS"—The Magazine
Keeps you up to date on happenings in the Asbestos Industry.
Gives facts about Asbestos, technical developments.
\$2.00 per year in the U.S.A.; \$3.00 in other countries.

"ASBESTOS"
808 Western Saving Fund Bldg.
Philadelphia 7, Pa.



What follows constitutes a first-class selling argument for the roofer in rural territory:

With feed selling at five cents a pound, this would amount to approximately \$150 a year in feed cost for a flock of 500 hens. The increased income from higher egg production would be about 60 cents per bird per year, or \$300, enough to pay for the insulation in one or two years.

Hens lay better when the temperature is relatively constant. Mineral wool, installed in the walls and ceilings of a building, helps the farmer to maintain a wintertime temperature of 50-55 degrees, which is considered ideal for poultry houses.

In brooders and broiler houses, also, insulation protects against sudden or severe cold spells. There are fewer deaths among the chicks.

Is your magazine addressed correctly? Examine the wrapper, and notify American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y., if you desire any change. Please send back the old wrapper, and the new address, and allow about five weeks for the change.

CONTRACTORS EVERWHERE BENEFIT

from reading AMERICAN ROOFER & SIDING CONTRACTOR! You can, too, for the small subscription price of \$3.00 per year. AMERICAN ROOFER has all the news of the trade, new methods of application, new ideas of selling, and other subjects the roofing contractor should be familiar with. Use the coupon today!

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Company

Address

City..... State.....

News of the Month

(Continued from Page 21)

was initiated at his direction last October 11.

One of the effects of the new organizational pattern, according to the Commissioner, will be to give greater authority and responsibility to the directors of the FHA field offices. "There must remain no question," said Mr. Mason, "that the director of each FHA insuring office is the over-all operating head of his office and, as such, is fully accountable for all results."

Through better organization of the field offices, he explained, FHA is seeking to clarify authority, fix responsibility, establish accountability, strengthen the line of command and supervision and provide an improved framework for coordination and communication. FHA will also aim for the recruitment and retention of better qualified persons to perform better quality work.

Pittsburgh Corning Appoints Kennedy, Schneider Sales Reps.

The Pittsburgh Corning Corporation has announced the appointment of John J. Kennedy as sales representative attached to the company's Philadelphia district office.



SCHNEIDER



KENNEDY

Mr. Kennedy will assist distributors of PC Glass Blocks, and Foamglas building insulation and Foamglas industrial insulation, and contact architects, contractors and engineers concerning application of Pittsburgh Corning products.

William H. Schneider, Jr. has been appointed sales representative Rocky Mountain States with offices at Denver.

ARIB Elects J-M, Bird & Lehon Execs. To 1955 Board

E. C. Faulkner was elected chairman of the board of governors at the annual meeting in Chicago of the Asphalt Roofing Industry Bureau. Faulkner is executive vice president of The Lehon Company, manufacturers of "Mule-Hide" roofing products.

At the same time W. H. Wilkinson was elected Bureau vice president and Eli Chamberlain was voted treasurer. Wilkinson is vice president in charge of sales of Johns-Manville Company and Chamberlain is vice president of Bird & Son Company. This is the second consecutive year for Faulkner to head the board.

Old American Mills Appoints Crofford, Texas Rep.

O. Maurice Crofford has been appointed a sales representative for Old American Roofing Mills building materials. He will serve distributors in the Houston, Texas, area.

EDCO

makes news again!

2 NEW EDCO SIDINGS

BOTH WITH THICKER BUTT EDGE!
BOTH REVERSIBLE!

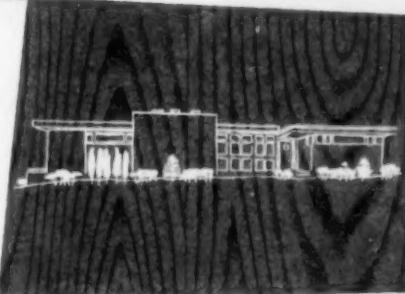


EDCO Grain-Tone—two color

Butt edge is thicker and grain is deeper than any other siding on the market. And EDCO's two color process and darker shadow makes the 3D effect even more unusual, more beautiful. And gives you more sales! Colors: Alpine White, Sierra Sand, Woodland Green, Pacific Blue.

EDCO Grain-Lap—one color

Deep, deep grain embossing and darker shadow can't be beat for selling on sight. But even more outstanding is the long, deep shadow cast by the thicker butt edge! It creates the kind of beauty—and demand—that rings your cash register. Colors: Pearl Gray, Cottage Red, Antique Brown, Pine Green.

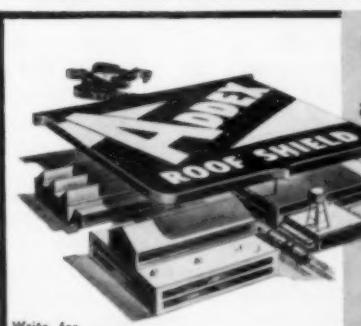


EDCO
PRODUCTS, INC.
Hopkins, Minnesota

MAKES SALES! SAVES MONEY!

Reversible siding saves material. Thicker butt edge increases beauty and shadow appeal. Grain is deepest on the market. Greater strength of overlap prevents breakage. And granules can't be scraped off with a crowbar!

After 10 years of hardest, competitive effort, these are the best panels made. No doubt about it—look at the samples. Write NOW!



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NEW Heavy Duty
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NOW...
and for the years ahead

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easily,
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No Grease—No Oils—No Alcohol

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\$1.25

\$12.50 per
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Purchase price refunded at regular rate on return of unused bottles within 30 days of date of sale.

CHURCHMAN PRODUCTS
168 North Wabash Avenue
BATTLE CREEK, MICHIGAN

Estimating Jobs

(Continued from Page 19)

United States Government. Many private lending institutions also have finance plans which should be explored.

The first thing you must do as a siding contractor is to establish a working arrangement with one of these qualified lending institutions for the handling of your time payment contracts. Your banker or insulating siding supplier will be glad to tell you who and where they are in your locality.

You need but four documents to complete a sale:

1. Your order or contract form. A very simple but thoroughly effective agreement form is outlined for you on Page 19.

2. FHA Title I credit application.

3. Note to be signed by borrower on Title I loans.

4. Completion certificate, which is executed after completion of the job. The use of these forms and your procedure in closing the sale is very thoroughly covered on pages 4 and 5 of the Dealer Guide for FHA Title I Loans. Follow these easy steps and you cannot possibly go wrong.

California Convention

(Continued from Page 14)

Following the luncheon, officers of the State organization and directors were introduced and all members of committees for the convention were introduced and thanked. Ernest M. Upshaw, president of the State organization in 1952 and 1953, and presently Co. Chairman of the FHA Specifications Committee, gave a detailed report of the work done by the organization on the unfavorable FHA developments.

Upshaw said that when the FHA felt that it was dealing with a responsible group that did want to clean things up that the FHA office gave them fine cooperation.

Guest speaker Hillier explained that FHA did not make loans itself, but guaranteed loans. As a result, he said, they do not know certain problems exist until the financial institution comes to them to collect. Once a problem arises, they are anxious for all the cooperation that they can get.

In closing his remarks, Mr. Hillier

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Economical
Long lasting

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Write for prices

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said that members of the roofing industry might be interested in the wide variations in the percentage of all Title I loans in various states. In New Mexico, roofing accounts for only 2.3 per cent of the loans for the national low, and in Oregon, roofing accounts for 15.4 per cent for the national high. He remarked that some variations can be explained by the different climate in different states, but that there could be a wide variation between neighboring states with similar climates.

Tony Lopez, manager of the Zerbe Roofing Company's Hanford Division, was the winner of the \$200 prize in a drawing sponsored by Blackwell Burner Company and its distributor, Roofmaster Products Company, at the luncheon. Russell Baker, Baker Roofing Company, Vallejo won the \$50 second prize.

Pioneer Homestead

(Continued from Page 16)

was installed this past autumn. They told him that for the first time in history the whole house, upstairs and down, was warm enough to reside in throughout the winter. Previously they had always shut off part of the house in the coldest months.

Family Pleased

The family, according to Mr. Greene, is well pleased with the insulation results achieved and the new home exterior appearance.

Walter E. Greene sold the job to the Rubenzers. News of the job on the pioneering homestead was relayed through Mr. Lee Hartman, a Flintkote representative in Minneapolis, Minnesota.

Georgia, Carolina Groups

(Continued from Page 13)

will also be other features on adequate and effective insulation, and a scientific study of the cause and prevention of roof failures.

Featured speaker at the Carolinas Convention will be L. C. Hart, Vice-President for Relationships of Johns-Manville Corporation. Mr. Hart is a specialist in sales problems and management, as well as human relations. He has been active in industry affairs, and is a director and former president of the Producers' Council, Inc., a national organization of building products manufacturers.

This is "ONE ON THE HOUSE"

The 1955 (10th) Edition of

ROOFING, SIDING & BUILDING SPECIALTIES MANUAL

It is available only to regular subscribers to AMERICAN ROOFER & SIDING CONTRACTOR, at no extra charge.

More than 160 pages of down-to-earth, practical, informative material to help you every day of the year.

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Write for 32 page illustrated Know How Manual

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RUBERTITE

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You can become a manufacturer with a successful processing business of an accepted and proven building material for new construction and for old repairs. A fast selling product. On the market for seven years. Used on government buildings, institutional and homes.

Rubertite Roofing Products

Box 361
Miami 37, Fla.

\$5 Roof "Insurance"

(Continued from Page 17)

as to how they should approach prospects to tell this kind of story.

The real, or fictitious, contractor who is the hero of Flinn's column used the telephone to get the attention of property owners and surely there can be no objections to such a system. When the voice that attempts to develop interest over the phone is pleasant and is prepared to state facts convincingly and give intelligent answers the results are almost certain to be profitable.

Not Only Telephone

But the telephone is not the only means of communication that offers lively possibilities. For instance, a well written letter directed to the proper prospects and mailed at the right time will also do a selling job at little cost. As an example, such a letter might outline its purpose in words such as these:

Dear Mr. Howard:

These are facts!

You protect your health and finances by carrying hospitalization insurance and having periodic physical checks-ups. But what about that valuable possession, your home?

The inside of your home and paint, papering and furnishings would deteriorate rapidly if your roof is not kept weather tight. And only regular inspection will prevent those costly now-and-then leaks. And you can enjoy this kind of assuring peace of mind for only \$5.00 a year which entitles you to an expert roof check every three months. This is a bargain offer.

Tomorrow evening between six and eight I will telephone



Books

Building Insulation. by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$5.25.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Shop Practice. by Leroy Fowler Bruce. 251 Pages, 296 illustrations, \$4.00. The experience-tested practices of an expert craftsman.

Asphalt and Allied Substances. by Herbert Abraham. 1,515 Pages, 2 Vols., \$26.00 for New Edition. A key to virtually all available knowledge on asphalt, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables. by H. Collier Smith. 134 Pages. \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades. by Townsend-Dalzell-McKinney. \$6.75. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

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BOOK DEPARTMENT

AMERICAN ROOFER

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MIDGET LOUVERS

For efficient ventilation of sidewalls, just drill a hole and press a Midget Louver into place. It's as efficient as it is easy! All-aluminum with built-in insect screen. 2 styles—for indoors or out. 5 sizes—1" to 4" diameter. Write for full information.

The MIDGET LOUVER Co.

6-8 WALL STREET • NORWALK, CONN.

you to discuss this proved service. It will be a pleasure to talk with you.

Sincerely,

By outlining the details in a letter the contractor minimizes the doubts that go with cold selling over the phone and it also may by-pass the time-consuming job of calling personally on each prospect. Also, the letter gets over the main facts in semi-permanent form since the letter may be read and reread when the property owner is free to study the offer carefully.

Advantages of Plan

The primary objective of a plan such as is being discussed here is to secure a hold on a group of customers that will help shut out competition when either a repair or roof replacement job becomes necessary on the properties of members of the insurance plan.

But there is also a secondary advantage. This centers about the possibility of using members of regular crews to make inspections when the weather is unsuited for regular work or no other job is scheduled. Thus valuable workmen may be kept occupied and used to search out profitable jobs to help maintain a more even volume twelve months a year.

Start with Customers

When originating this insurance-inspection procedure it will be found advisable to make initial offers to property owners who are already customers of the firm. These individuals will be more susceptible to accepting the offer because of previous experience with the contractor. Later, as the number of those who have signed up reaches impressive numbers other prospects may be told how many other farsighted property owners are ridding themselves of roof worries by placing the necessary job of inspection and expert maintenance in the hands of a qualified and trustworthy contractor.

It is unusual for the roofing industry to turn to a newspaper columnist for selling ideas but this one offers possibilities that should not be brushed aside without careful and favorable study. The very idea of having a list of possible customers who are sincerely interested in maximum roof security should be enough to build enthusiastic interest among progressive and profit-minded contractors.



Scrape 1 square every 5 minutes

On tough scraping jobs, shear off up to 12½ squares an hour with the new model Tennant Roof Scraper. Lets one man be a crew; assures you more profit on *every* job! Cleans 8" path —leaves smooth, level surface. Has 6 hp engine . . . self-propelling action . . . allows on-the-job cutter changes. Many exclusive features. For details write to G. H. Tennant Co., 2568 North 2nd Street, Minneapolis 11, Minnesota.



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CUT SHARP and CLEAN without WOBBLE or PLAY

**R. MURPHY "Stay-Sharp"
TRADEMARK
ROOFING KNIVES**



Write for FREE catalog showing the complete line.

Famous for the way they hold up under tough usage, R. Murphy "Stay-Sharp" blades are processed from the finest steel — hand-honed to razor-sharpness to cut the roughest materials easily.

Precision riveting completely eliminates play or wobbling between blade and handle, which is custom-designed for proper grip.

For the steadiest, cleanest, easiest cutting roofing knife, ask for R. Murphy "Stay-Sharp" Knives at your Roofing, Building Supply or Hardware Store.

There's an R. Murphy Knife for every purpose.

Tested Quality for Over 100 Years

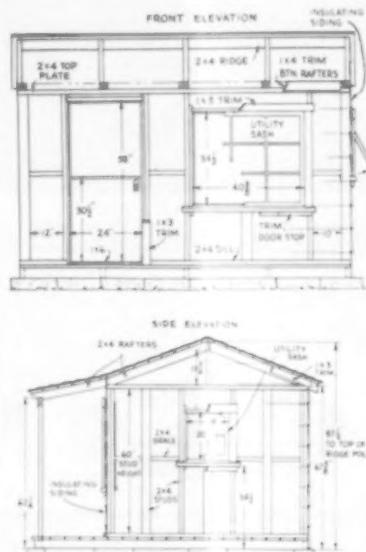
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ISA Shows Plans For Playhouse

As a promotion for the roofing and siding business, the Insulating Siding Association, Glenview, Ill., has drawn up sets of blueprints, requirements for materials and step-by-step directions for construction of little playhouses which can be built by homeowners throughout the country. The playhouse can double as a storage shed in the winter.



Front and side elevations for the I.S.A.'s insulating siding playhouse are shown in the diagrams above.

The promotion was inspired by Clay Thompson of Glenview who built a playhouse last year for his daughter. The association is making all of the information available free to the public. The house is five feet high at the walls and more than six feet high at the center ridge pole. A grid of two by fours

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Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10¢ per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

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MISCELLANEOUS

FOREMOST MANUFACTURER of colorful Asbestos Siding offers a few selected Siding Contractors Private Label Franchises in truckloads and carloads. Please address your inquiries to Box 388, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

supports the flooring; the grid being laid over concrete block piers. Studs, rafters and ridge pole are all two by fours. Asphalt shingles are used on the roof. Sidewalls are finished with insulating siding in the shake shingle pattern applied directly to the studs. The cost of materials is estimated at about \$75 in most areas.

NERSICA Attendees Not Local, Survey Shows

(Continued from Page 15)

interviewed at NERSICA's National Home Improvement Show replied as follows:

distributors, or 57%, answered: "To see what's new."

Most of the respondents who stated

	Total	Contractors	Distributors
Business will be BETTER	210	72%	172 70%
Business about the SAME	70	24%	63 26%
Business WORSE	8	3%	7 3%
No answer or refused	3	1%	3 1%

Asked "what is the principal reason you attended this year's convention and exposition," 159 contractors, or 65%, of that group interviewed, and 26

they came for a particular session of the program named the "Built-up Roofing Forum" as the attraction.

Here's the SILVER LINING...that sells more siding jobs for you!

Silvercote*

simplex
REFLECTIVE INSULATION



Sells them at a bigger profit, too!

Keep a step ahead of competition...get a couple of dollars more per square on every siding job by including SILVERCOTE Simplex Reflective Insulation. It costs you only a bit more than sheathing paper—yet it makes your selling job faster, easier and far more profitable.

Eliminates costly cleanup

SILVERCOTE speeds up your siding application, too, because it goes on clean; no smudging—no costly clean-up work.

Start talking SILVERCOTE Reflective Insulation to every siding prospect. Your selling story will become far more effective, because SILVERCOTE is a real plus-value for the customer; a plus-profit item for you.

Add an extra profit by suggesting SILVERCOTE Simplex applied to attic joists for low-cost, highly efficient insulation. SILVERCOTE turns back heat rays—provides added comfort in summer, even if attic already has cellular insulation.

Full efficiency of SILVERCOTE is achieved only when reflective surface faces $\frac{3}{8}$ " air space. However, in most siding applications, a $\frac{1}{8}$ " air film exists, permitting SILVERCOTE surfaces to reflect radiant heat.

FREE! START NOW!
FILL IN! MAIL COUPON!

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SILVERCOTE PRODUCTS, INC.

161 East Erie Street • Chicago 11, Illinois

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Protection for Perishables!

Koppers Roof

**provides watertight protection
for giant new food center**



Over 500,000 square feet of Koppers Roofing protect Consolidated Foods' new distribution center at River Grove, Illinois.

Architects and Engineers: A. Epstein and Sons, Inc., Chicago, Ill.

General Contractors: Poirot Construction Company, Chicago, Ill.

Roofers: E. W. Olson Company, Chicago, Illinois.

HERE is a new food center, recently opened by Consolidated Foods Corporation at River Grove, Illinois. Located only 12 miles from Chicago's Loop, this impressive structure serves as the corporation's

distributing and processing center for the entire middle west.

Consolidated Foods Center covers about 13 acres. It has a normal inventory of 725 carloads of food. Translated into terms of meals, this is enough food to feed 1,000,000 people for 12 days.

These thousands of tons of food, much of it perishable, are protected by 5,113 squares of Koppers Pitch and Felt Roofing. Thanks to the

waterproofing properties of coal-tar pitch, this warehouse is watertight and will stay watertight.

Many Koppers Built-Up Roofs have been protecting buildings and contents for more than 30 years. Get this same effective protection for your next industrial, commercial or residential building. Full information is available on request, or see our specifications in Section 7a—Sweet's Architectural File.

See our catalog in
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